



April 15, 2011

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

IFYI HIGHLIGHTS

- Contact Center Feedback & Survey
- 4-19-11 City Council Work Session
- Library Usage and Incident Report
- Neighborhood Small Projects Program Recommendations
- The Business Journal's Ranking of Best Cities to Start a Small Business
- Tobacco Free Parks – Policy Request

Contact Center Feedback & Survey

- Attached is the weekly report generated by our Contact Center for the week of April 4 – 10, 2011.
- In support of the MAP goal related to “Achieve Exceptional Customer Service” the Contact Center is conducting quarterly surveys of those who use the Contact Center services. The intent is to help gauge the level of customer service provided and identify areas for improvement. Attached is a memorandum from the Manager of the Contact Center Mary Jutte, dated April 12, 2011, providing the results of the first quarterly survey on the Contact Center.

April 19, 2011 City Council Work Session

Agenda Item #29: You will receive hard copies of the HDR analysis related to the financial comparisons of the Solid Waste proposals. The City Clerk's Office will have a hard copy of this information available for public view and the information will also be available Monday on the City's website at <http://www.greensboro-nc.gov/departments/environmental/RFP.htm>.

Library Usage and Incident Report

Please find attached the Library Incident Report for March 1 – March 31 and the Internet Usage Report for March 1 – March 31.

Neighborhood Small Projects Program Recommendations

Attached is a memorandum from Neighborhood Planning Coordinator Russ Clegg, dated April 12, 2011, providing Council with recommendations on projects, by Council Districts, which are proposed for funding from the Neighborhood Small Projects Program.

The Business Journal's Ranking of Best Cities to Start a Small Business

The Business Journal recently released their third annual rankings of the best cities in the U.S. to start a small business. The Greensboro metropolitan area improved its 2011 ranking to 73rd of the top 100, from 89th in 2010, finishing just ahead of Chicago. Charlotte ranked 4th and Raleigh 7th in the survey. This study defines a small business as one with less than 99 employees. Populations' growth, employment growth, and number of small businesses were all considered in determining the rankings. Attached is the Business Journal article.

Tobacco Free Parks – Policy Request

The Cone Health Foundation requested the Greensboro Parks and Recreation Commission's support of a new ordinance to make all City parks 100% tobacco free. Attached is a memorandum from Parks and Recreation Director Greg Jackson, dated April 14, 2011, providing an update on the Commission's response to this request.

**Public Affairs Department
Contact Center Weekly Report
Week of 4/4/11 - 4/10/11**

Contact Center

5316 calls answered this week

Top 5 calls by area

Water Resources

Balance Inquiry- 1220
General Info - 160
New Sign up - 160
Bill Extension - 159
Pay by Phone - 116

Field Operations

Bulk Guidelines -112
Landfill/Transfer/HHW - 107
Storm Debris Pickup - 91
Yard Waste Guidelines - 83
No Service/Garbage - 76

All others

Police/Watch Operations - 286
Parks & Rec./Administration - 41
Signal Malfunction - 38
Privilege License - 37
Courts - 36

Comments

We received a total of 7 comments this week:

Field Operations - 5 comments:

- Lived a lot of places, traveled all over, this is the most polite City to get answers or services. Thanks for being there.
- Caller states city is doing a great job cleaning up after storm and getting trees out of streets. Thanks for the hard work.
- Thanks for a job well done on tree removal from Hobbs Road.
- Green can was damaged and we told her to have the can out by 7:00 am the next morning. New can was sitting there before she realized it. She was very impressed with our prompt service.
- Customer has physical limitations that make preparation of yard waste very difficult. She suggests we put in a separate can (similar to what we use for trash and recycle) for yard waste even if we charge extra or have selected days of the month for this pick up.

GDOT - 1 comment:

- Customer would like more on street and city parking lot handicapped parking spaces. She finds it difficult to locate handicapped parking spaces that are not in the parking deck and are easy to access with limited distance from government buildings.

Water Resources - 1 comment:

- Citizen called to thank call center rep and storm water group for fast response today to a blocked, overflowing creek that was threatening her property.

Overall

Calls about last week's storm caused a significant impact to our call volume. Calls about storm debris pick up, yard waste guidelines, and traffic signal problems increased last week. Call volume was busy through the end of the week.

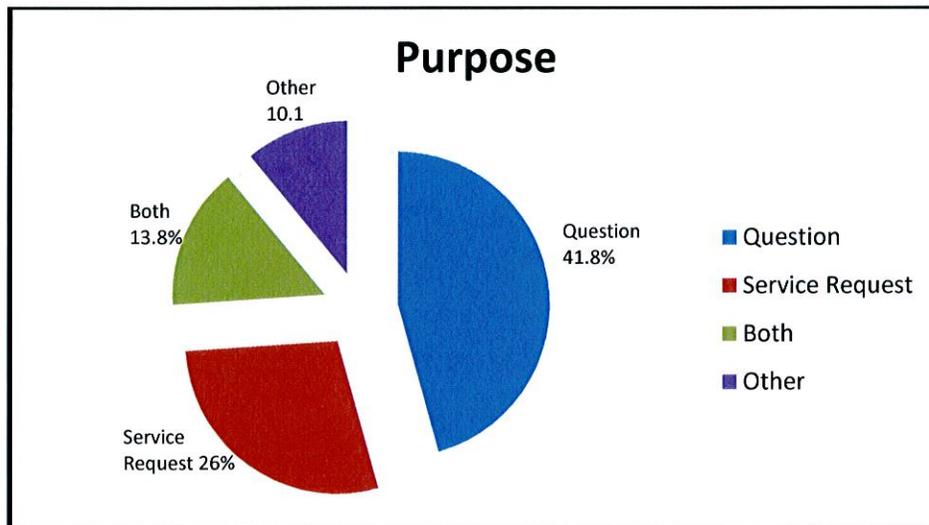


April 12, 2011

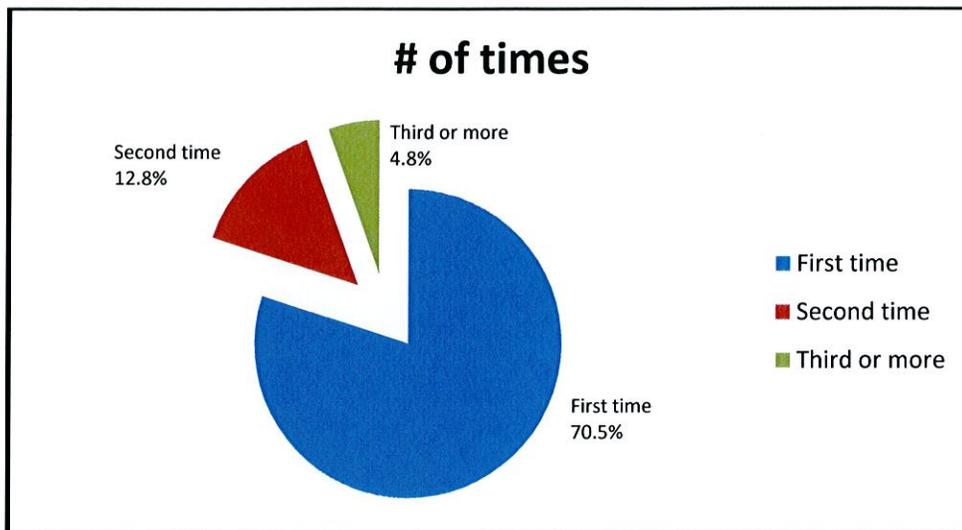
TO: Denise Turner, Assistant City Manager
FROM: Mary Jutte, Contact City Manager
SUBJECT: Contact Center Survey – 3/28/11 - 4/8/11

For the two-week period starting March 28, 2011, the Contact Center offered all callers to our 373-CITY (2489) line an opportunity to provide feedback by completing an automated after-call survey. 705 callers (of 9,662 callers, or 7.3%) chose to respond to the survey. The results of the survey are given below.

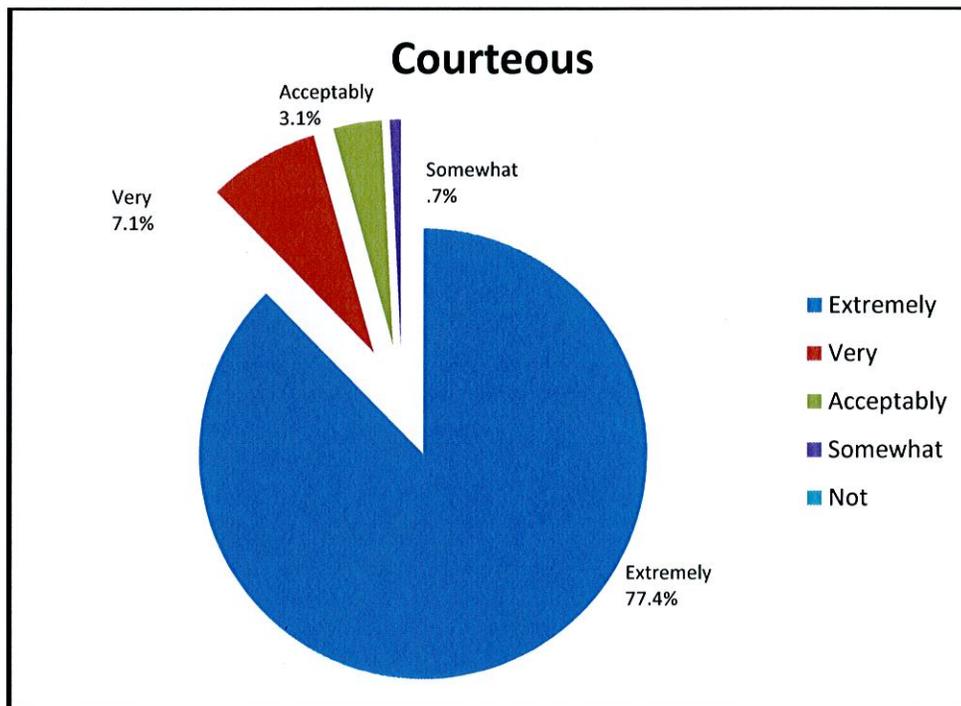
The first question we asked was “What was the purpose of your call?” The results were:



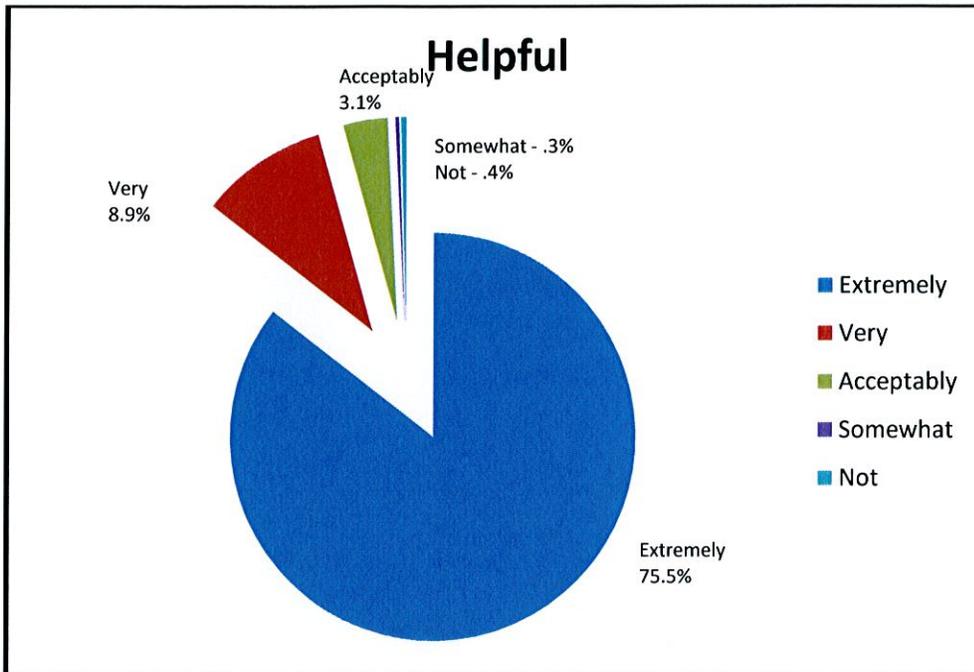
The second question was "Is this the first time you called with this concern?". The results were:



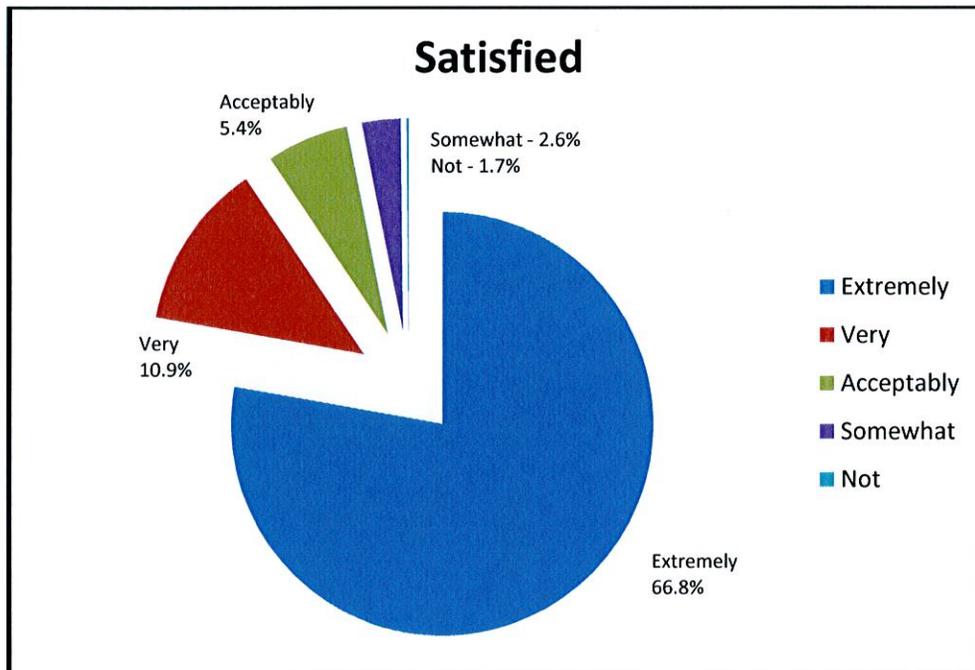
The third question was "Was the person you spoke to courteous throughout the call?". The results were:



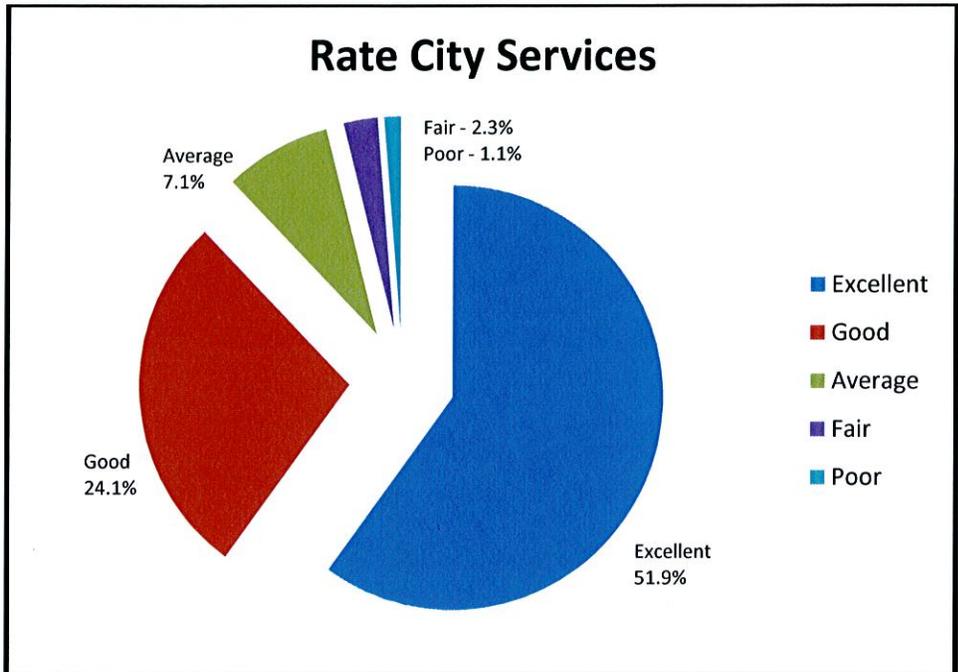
The fourth question was “Was the person you spoke to helpful?”. The results were:



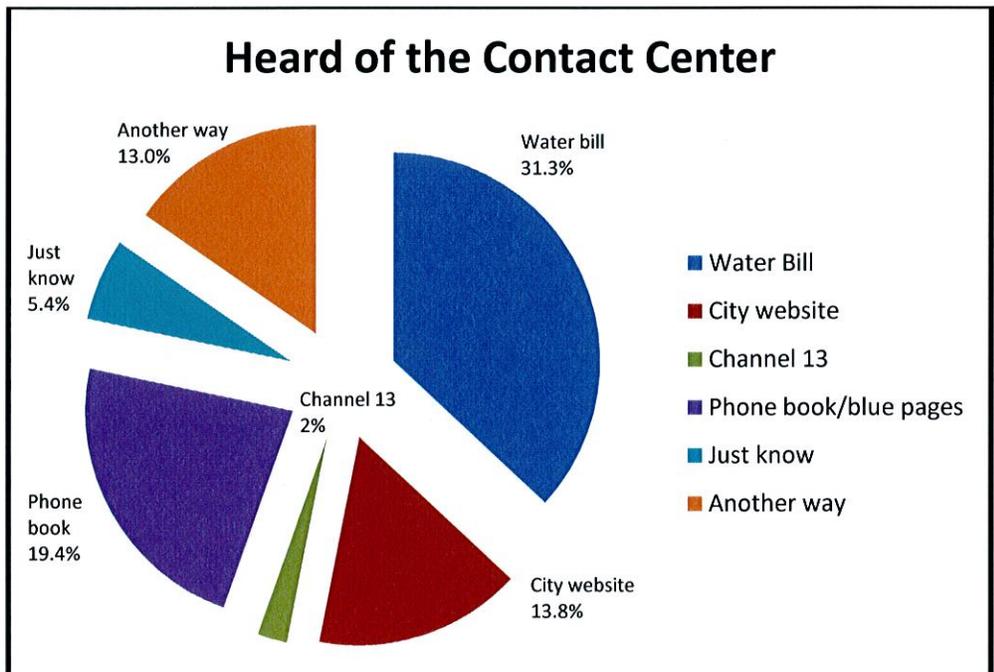
The fifth question was “How satisfied were you with the outcome of the call?”. The results were:



The sixth question was “Based on your dealings with the City of Greensboro, how would you rate our services?”. The results were: ”



The last question was “Where did you hear about the Contact Center so that you could call us today?”. The results were:



Greensboro Public Library Internet Usage Statistics
9:00 am 3/1/2011 – 9:00 pm 3/31/2011

Background Information:

- Number of overall web hits – 100% of web hits for the period in question – 86,855,618
- Number of hits on the porn category – (percent)
22,475 (.03%) three hundredths of one percent
- Number of Computer Users
42,785

**Greensboro Public Library
Library Incident Report by Category
March, 2011 Monthly Report**

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Incidents by Category	Central Library	Benjamin Branch	Glenwood Branch	Hemphill Branch	Kathleen Edwards Family Branch	McGirt-Horton Branch	Vance-Chavis Branch	Total no. of Incidents	Total no. of Bans
Assault	3	0	0	0	0	0	0	3	2
Alcohol	0	0	0	0	0	0	0	0	0
Communicating Threat	0	0	0	0	0	0	0	0	0
Computer Misuse	1	0	1	0	0	0	0	2	1
Customer Complaint	1	1	0	0	0	0	0	2	0
Disorderly Conduct	11	0	0	0	0	1	0	12	7
Drug Paraphernalia	0	0	0	0	0	0	0	0	0
Eating	0	0	1	0	0	0	0	1	0
Excessive Baggage	1	0	0	0	0	0	0	1	0
Fire	2	0	0	0	0	0	0	2	0
Indecent Behavior	2	0	0	0	0	0	0	2	3
Littering	0	0	0	0	0	0	0	0	0
Loitering	0	0	0	0	0	0	0	0	0
Lost Property	4	0	0	0	0	0	0	4	0
Medical	0	0	0	0	0	0	0	0	0
Missing Person	0	0	0	0	0	0	0	0	0
Panhandling	1	0	0	0	0	0	0	1	1
Pornography	1	0	0	0	0	0	0	1	1
Potential Problem	1	0	0	0	0	0	0	1	2
Sleeping	7	0	0	0	0	0	0	7	7
Smoking	0	0	0	0	0	0	0	0	0
Theft	3	0	0	0	0	0	0	3	1
Trespassing	2	0	0	0	0	0	0	2	1
Unattended Child	0	0	0	0	0	0	0	0	0
Vandalism	4	0	0	0	0	0	0	4	1
Weapons	0	0	0	0	0	0	0	0	0
Warrant	1	0	0	0	0	0	0	1	0
Other	0	0	0	0	0	0	0	0	0
Grand Total	45	1	2	0	0	1	0	49	27



April 12, 2011

TO: Bob Morgan, Deputy City Manager
FROM: Russ Clegg, AICP, Neighborhood Planning Coordinator
SUBJECT: Neighborhood Small Projects Program Recommendations

The Neighborhood Small Projects Program (NSPP) team is submitting recommendations for projects to fund for the 2010/2011 fiscal year. After eliminating the program during the FY 2010-2011 budget process, City Council voted in July of 2010 to reinstate the program's funding. As part of this action, Council directed that the \$100,000 in funding should be split evenly between the five Council Districts at an amount of \$20,000 per district.

The City received eight applications this year. The total dollar amount for all requested projects was \$77,358 of the \$100,000 approved by City Council for program funding. All of the projects received above the minimum score required for approval; however, the per-district funding limit of \$20,000 does not allow for all projects to be funded. Given the \$20,000 per district funding limit, the total amount of the team's recommendations is \$46,983.

By City Council district:

- Districts 1 had one application, which is recommended for funding;
- District 2 had four applications, however only the highest scoring proposal can be funded based on the \$20,000 per district limit;
- District 3 had one application, which requested landscaping the median on Benjamin Parkway. Although this request met the medium score, it is not recommended for funding due to the estimated \$11,000 in annual maintenance that it will require;
- No applications were received from District 4;
- District 5 had two applications, both of which are being recommended for funding.

Neighborhood groups submit NSPP applications to have capital projects built on public property in their neighborhood. PCD administers the program, though the appropriate department implements each project after City Council adopts the recommendations. The NSPP team, comprised of representatives from six City departments and one Greensboro resident, based its review on the following criteria, on a scale of 1 to 5. These criteria have been in use consistently since the program began:

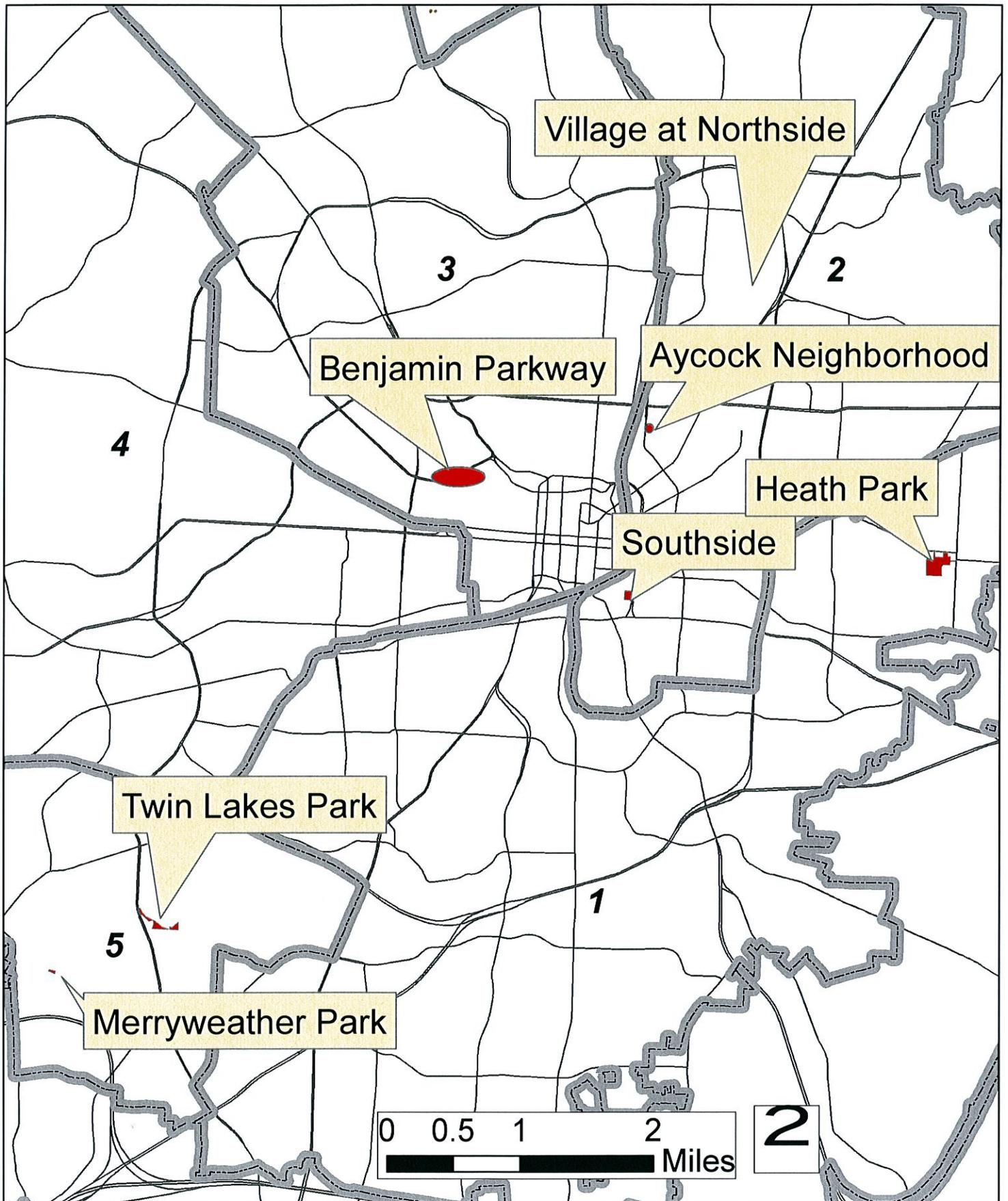
- Community Benefit (weighted x 5)
- Community Support and Participation (weighted x 4)
- Community Need (weighted x 3)
- Partnering and Leveraging (weighted x 2)
- Impact on City Resources (no weighting)

RC

Attachments: Map of applications; breakdown by Council District

cc: Sue Schwartz, Interim Director of Planning and Community Development

2010--2011 NSPP Application Locations



NSPP Projects by District and Score

District 1

Park Improvements

Heath Park
Score: 46
Cost: \$6,000

District 2

New Playground

Northside Park
Score: 62
Cost: \$19,800

Community Garden

Southside
Score: 54
Cost: \$4,175

New Playground

Southside
Score: 52
Cost: \$15,000

Neighborhood Sign

Aycock Neighborhood
Score: 45
Cost: \$11,000

District 3

Median Enhancement

Westerwood
Score: 43
Cost: \$8,183
\$11,000 annual cost

District 5

Flash Camera Installation

Farmington Community Watch
Score: 57
Cost: \$7,000

Flash Camera Installation

Meadowoods Community Watch
Score: 50
Cost: \$6,000

Total Requests by District:

\$6,000

\$49,975

\$8,183

\$13,000

Total amount requested: \$77,358

Total to be funded as scored: \$46,983

Projects in blue are being recommended for funding as scored by the team

Minimum project score to be recommended for funding is 43

From the Austin Business Journal:

<http://www.bizjournals.com/bizjournals/on-numbers/scott-thomas/2011/04/austin-tops-small-business-rankings.html>

Austin leads nation in small-business vitality rankings

The Business Journals - by G. Scott Thomas

Date: Monday, April 11, 2011, 6:33am CDT



- G. Scott Thomas
- Email: sthomas@bizjournals.com

Austin is the U.S. market that is most conducive to the creation and development of small businesses, according to the latest On Numbers rankings.

Oklahoma City is second in the current standings, followed by Charleston, S.C., Charlotte and Seattle.

We used a six-part formula to analyze the nation's 100 largest metropolitan areas, searching for the places that offer the best climates for small businesses. See the bottom of this page for a database with the top-to-bottom standings.

Austin emerged as the clear leader, thanks to its outstanding records in three statistical categories that have a direct impact on small-business activity:

- **Population:** The Austin area added 286,000 residents between 2004 and 2009, an increase of 20.2 percent. The only metro to grow faster was Raleigh at 22.8 percent.
- **Employment:** Austin's job base expanded by 9.3 percent between 2005 and 2010, the third-fastest upswing in the nation.
- **Small-business growth:** The number of small businesses grew by 1.5 percent in Austin between 2007 and 2008, the latest period covered by official statistics. No other market did better than 0.6 percent.

The highest scores in our study went to areas that have prosperous economies, are expanding rapidly, and are densely packed with small businesses. (We define a small business as any private-sector employer with 99 or fewer employees.)

At the very bottom of the rankings is Modesto, Calif., which lost 3.4 percent of its small businesses between 2007 and 2008 -- and 11.3 percent of its jobs between 2005 and 2010.

This is the third straight year that we've used the same formula to rate the small-business vitality of America's major markets.

Austin also took first place a year ago, followed by Baton Rouge, La., and Raleigh. The latter was No. 1 in 2009, with Charlotte and Seattle as runners-up.

We'll take a closer look at 2011's small-business ratings the rest of the week, concentrating on one region of the country at a time. The East will be tomorrow's focus.

The national database below can be re-sorted by any column. Just click on the appropriate column header. If you want to look behind the scenes for a particular market, click [View Details](#).

SMALL BUSINESS RANKINGS (2011)

2011 rank ▲	2010 rank	2009 rank	Metropolitan area	Small-business vitality score	Small businesses (2008)	
1	1	4	Austin	58.338	39,180	View Details
2	15	8	Oklahoma City	47.453	32,251	View Details
3	4	18	Charleston, S.C.	40.497	16,806	View Details
4	31	2	Charlotte	34.052	44,658	View Details
5	10	3	Seattle	29.580	97,473	View Details
6	22	39	Tulsa	28.194	24,087	View Details
7	3	1	Raleigh	27.734	28,524	View Details
8	23	9	Denver	26.353	73,406	View Details
9	19	16	Washington	25.471	137,564	View Details
10	27	35	New York City	22.464	526,063	View Details

1 2 3 4 5 6 7 8 9 10 ►

Records 1-10 of 100

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<u>2011 rank</u> ▲	<u>2010 rank</u>	<u>2009 rank</u>	<u>Metropolitan area</u>	<u>Small-business vitality score</u>	<u>Small businesses (2008)</u>	View Details
11	5	10	Portland, Maine	22.339	17,428	View Details
12	39	40	Minneapolis-St. Paul	22.062	89,358	View Details
13	33	36	Boston	21.740	121,184	View Details
14	2	45	Baton Rouge, La.	20.738	17,502	View Details
15	25	21	Dallas-Fort Worth	20.691	136,913	View Details
16	8	22	Des Moines, Iowa	19.066	14,592	View Details
17	29	13	Bridgeport-Stamford, Conn.	18.284	27,432	View Details
18	36	17	Houston	17.609	117,593	View Details
19	6	14	McAllen-Edinburg, Texas	17.569	10,374	View Details
20	75	50	San Jose	15.569	44,754	View Details

<u>2011 rank</u> ▲	<u>2010 rank</u>	<u>2009 rank</u>	<u>Metropolitan area</u>	<u>Small-business vitality score</u>	<u>Small businesses (2008)</u>	View Details
21	7	12	Miami-Fort Lauderdale	14.314	170,762	View Details
22	40	54	Knoxville, Tenn.	13.918	16,321	View Details
23	71	66	Pittsburgh	13.806	58,639	View Details
24	43	61	Albany	12.924	20,608	View Details
25	61	75	Syracuse, N.Y.	12.833	15,180	View Details
26	9	6	Salt Lake City	12.721	31,867	View Details

27	24	67	Jackson, Miss.	12.533	12,713	View Details
28	26	11	Portland, Ore.	12.266	62,633	View Details
29	80	84	Buffalo	12.235	26,402	View Details
30	14	26	Omaha	10.213	21,550	View Details
<u>2011 rank</u> ▲	<u>2010 rank</u>	<u>2009 rank</u>	<u>Metropolitan area</u>	<u>Small-business vitality score</u>	<u>Small businesses (2008)</u>	
71	93	80	Grand Rapids	-7.203	18,143	View Details
72	96	77	Milwaukee	-9.085	38,534	View Details
73	89	29	Greensboro	-9.281	17,787	View Details
74	72	60	Chicago	-10.385	235,700	View Details
75	51	53	Tampa-St. Petersburg	-10.857	70,200	View Details
76	83	82	Cincinnati	-10.891	46,512	View Details
77	59	51	Daytona Beach, Fla.	-10.950	12,395	View Details
78	35	91	Oxnard-Thousand Oaks, Calif.	-12.029	19,719	View Details
79	84	90	Tucson	-13.433	20,782	View Details
80	81	79	Akron, Ohio	-17.439	16,815	View Details

Parks & Recreation Department
City of Greensboro



April 14, 2011

TO: Denise Turner, Assistant City Manager
FROM: Greg Jackson, Director
SUBJECT: Tobacco Free Parks – Policy Request

On Wednesday, April 13, 2011, representatives from the Cone Health Foundation (CHF) asked the Greensboro Parks & Recreation Commission to support a new ordinance, making all city parks 100% tobacco free.

In November 2006, the commission endorsed a policy for tobacco free areas within city parks, specifically playgrounds and youth athletic areas. Today, this initiative is gaining popularity on a state and national level. Many communities in North Carolina already have in place, or are in the process of establishing, tobacco free park policies and ordinances. CHF indicated that tobacco use can be offensive and detrimental to the health of children and adults, using our parks.

In response, Commissioners asked that a 30-day public comment period be made available before voting on the request. Staff will post the public comment period on the department's website and distribute a press release to the media. The public comments will be presented to the Greensboro Parks and Recreation Commission at a future meeting.

GJ/lt

cc: Chris Wilson, Division Manager, Park Management and Operations