



January 28, 2011

IFYI HIGHLIGHTS

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

- Contact Center Feedback
- Council Retreat Follow-up Items
- Council Work Session Follow-up Items
- 2010 Campaign Finance Manual and 2011 Election Schedule
- Budget Adjustments and Grants
- City External Website

Contact Center Feedback

Attached is the weekly report generated by our Contact Center for the week of 1/17/11 – 1/23/11.

Council Retreat Follow-up Items

- False Alarm Fees
Attached is a memorandum from Kenneth Miller, Chief of Police, dated January 26, 2011, providing an update on false alarms since City Council adopted the new fee schedule on July 1, 2010.

- Vacant Positions
Total number of Full-Time budgeted City positions that are vacant as of January 28, 2011, is 127.

- Total Number of City Employees
Total number of Full-Time budgeted City positions for the last five fiscal years are as follows:

• FY 10-11	3,078
• FY 09-10	3,108
• FY 08-09	3,121
• FY 07-08	3,078
• FY 06-07	3,056

Council Work Session Follow-up Items

- General Fund Transfers:
Attached are the General Fund “transfers out” to other funds for the current fiscal year, as well as the last two fiscal years.

- Other Revenue:
Attached is a breakdown of the “Other Revenue” category, providing the year-to-date revenue received, the fiscal year-end estimate, as well as the actual for last two fiscal years.

- Workers’ Compensation Third Party Administrator
Since we began, self-insuring our workers’ compensation program in the late 1980’s, the City has contracted with third party administrators (TPAs) to administer key elements of our program. Generally, the TPAs have completed medical management, industrial commission compliance,

assistance with return to work efforts, and assistance with costs containment and management. TPAs used since we became self-insured include:

- Penn National 1987 – late 1990’s
- Key Risk late 1990’s – 2007
- Corvel 7/1/2007 - 9/30/2010
- PMA Management Corporation 10/1/2010 - Present

The decision to bid out this contract has centered on the lack of responsiveness, absence of timely costs and claims data, and other customer service agreements that were not fulfilled. The current contract is a three-year contract and we plan to re-bid this contract at that point.

2010 Campaign Finance Manual & 2011 Election Schedule

The County has provided the City Clerk, Betsey Richardson, with the 2010 Campaign Finance Manual and the 2011 Schedule of Currently Scheduled Elections. These materials are available for viewing in the Clerk’s Office.

Budget Adjustments and Grants

Per Councils directive regarding budget adjustments and Council grant approval, staff is currently working to devise procedures that will allow for Council direction and/or approval into these systems. Recommended processes are being prepared and will be placed on the agenda for the February 15, 2011, City Council Meeting.

City’s External Website

Attached is a memorandum from Chryste Hofer, Deputy Chief Information Officer, dated January 26, 2011, providing background information on the City’s new external website and on the procurement process involved in choosing the firm for the new website.

**Public Affairs Department
Contact Center Weekly Report
Week of 1/17/11 - 1/23/11**

Contact Center

4060 calls answered this week

Top 5 calls by area

Water Resources

Balance Inquiry – 1037
New Sign up – 206
General Info – 125
Constr. & Maint. – 89
Adjustments – 87

Field Operations

Loose Leaf Collection – 198
Bulk Guidelines – 97
General Info – 47
No Service/Garbage – 41
Repair Can/Garbage – 40

All others

Police/Watch Operations – 293
Courts/Sheriff – 97
Landfill/Transfer Station/HHW – 93
Privilege License – 31
Guilford Metro – 27

Comments

We received a total of 3 comments this week:

Coliseum – 1 comment:

- Customer called the coliseum for info, really needed help with information on handicapped parking. He could not figure out where to park and it wasn't clearly marked. His wife was in a cast and they ended up having to walk quite a ways to get into the building. He was also frustrated because the events on the phone message were not updated. All of the events were last week's. Also, there should be someone available on MLK (holiday). There were events going on but no one to reach over the phone.

Field Operations – 2 comments:

- Leaf crew did a great job. Thank you for a job well done!
- Tuesday, the yard waste crew found a resident unconscious on the driveway after slipping on ice. One city worker rang the doorbell and the other employee wanted to call 911. They stayed until they were sure everything was alright. Customer wants to express his appreciation for the concern these Solid Waste workers displayed to them.

Overall

Calls about loose leaf collection increased last week as crews continued to clear routes that were delayed due to the recent winter weather. Call volume was busy during the first part of the week due to the City being closed on Monday in observance of the Martin Luther King Jr. Holiday. Call volume returned to normal by the end of the week.

Police Department
City of Greensboro



January 26, 2011

TO: Rashad M. Young, City Manager
FROM: Kenneth Miller, Chief of Police
SUBJECT: False Alarm Fees

In 2010, the Police Department requested a review of the fee schedule for false alarms. The fee schedule had not been adjusted since first adopted in 1989 and false alarm calls continued to place significant demands on Police resources. On July 1, 2010, City Council adopted a new fee schedule for false alarms, which placed us in the mid-range for comparable municipalities assessing these same fees.

Currently if the Police Department responds to two false alarms at the same location within a 12 consecutive month period, we send a letter to the subscriber informing them of the false alarm and requesting that action be taken to stop further false alarms. No fee is assessed for the first two false alarms within a 12 consecutive month period. For the third through sixth false alarm, a civil ticket of \$50 is issued. A seventh through ninth false alarm produces a \$100 fee. For a tenth false alarm and any thereafter in a 12 month period, a civil ticket of \$250 is issued. If the fee is not paid within the time prescribed in the citation, the appropriate civil action for collection may follow.

We have reviewed data for the time period July 1, 2009 to January 24, 2010 and for July 1, 2010 to January 24, 2011. A comparison between the two sets of data shows that the total number of false alarm calls processed increased by 442. Due to changes in the fee schedule the total amount of gross billing for false alarms has increased by \$177,350 for that six month period.

Please let me know if you need additional information.

KCM/alh
Attachments (2)

cc: Michael Speedling, Assistant City Manager

False Alarm Billing July 2009 - January 2010

Process Date From 07/01/2009
Process Date Thru 01/24/2010

Action	Number/Amount
Total Residential Registrations Entered	1317
Total Non-Residential Registrations Entered	486
Total Alarm Companies Entered	0
Total False Alarms Processed	8674
Total Valid Alarms Processed	86
Total Actions Performed	12487
Total Correspondence Prepared	5351
Total Hearing Requests Completed	0
Total Hearing Requests Pending	0
Total Hearing Requests Made	0
Total Hearings Held	93
Gross Billing	\$122,950.00
Total Appealed	\$1,200.00
Total Refunded	\$0.00
Total Collected	\$0.00

False Alarm Billing July 2010 - January 2011

Process Date From 07/01/2010
Process Date Thru 01/24/2011

Action	Number/Amount
Total Residential Registrations Entered	1132
Total Non-Residential Registrations Entered	345
Total Alarm Companies Entered	0
Total False Alarms Processed	9116
Total Valid Alarms Processed	54
Total Actions Performed	11131
Total Correspondence Prepared	6514
Total Hearing Requests Completed	0
Total Hearing Requests Pending	0
Total Hearing Requests Made	0
Total Hearings Held	27
Gross Billing	\$300,300.00
Total Appealed	\$2,000.00
Total Refunded	\$0.00
Total Collected	\$0.00

GENERAL FUND TRANSFERS

E Acct Unit #	E Acct Unit	Grouping Name	Account #	Account	2008-09 Actual	2009-10 Actual	2010-11 CY Budget
101800101	Voter-Approved Bonds	50-Transfers To Other Funds	6301	Transfer To Debt Service Fund	\$16,691,700	\$16,691,700	\$16,691,700
					\$16,691,700	\$16,691,700	\$16,691,700
					\$16,691,700	\$16,691,700	\$16,691,700
101959001	Interfund Transfers	50-Transfers To Other Funds	6205	Transfer To Cemetery Fund	\$299,224	\$299,224	\$299,224
			6211	Transfer To Housg Partnership Revolv Fd	\$1,441,766	\$1,782,771	\$1,813,719
			6220	Transfer To State & Federal Grants Fund	\$8,898	\$6,781	\$71,022
			6281	Transfer to Guilford Metro 911 Fund	\$4,571,949	\$4,461,025	\$4,251,560
			6410	Transfer To General Capital Impvmt Fund	\$117,048	\$141,182	\$125,000
			6451	Transfer to Library Facilitis Bd Fd Ser-0	\$12,000	\$0	0
			6521	Transfer To Coliseum Fund	\$1,800,000	\$1,800,000	\$1,587,542
			6551	Transfer To Solid Waste Management Fund	\$4,408,489	\$4,408,489	\$3,769,515
			6680	Transfer To Equipment Services Fund	0	0	\$154,000
					\$12,659,374	\$12,899,472	\$12,071,582
					\$12,659,374	\$12,899,472	\$12,071,582
					\$29,351,074	\$29,591,172	\$28,763,282

**City of Greensboro Council Work Session
General Fund July - December 2010
Six-Month Revenue and Expense Update**

TOTAL OTHER REVENUE

Description	YTD Revenue	Estimated Revenue	Balance	FYE 09/10 Total	FYE 08/09 Total
Gross Receipts Tax	92,702	241,900	149,198	200,669	296,219
State Grants	156,429	306,713	150,284	306,713	317,917
State Court Fees	59,478	115,000	55,522	111,829	103,479
State Pymts In Lieu Of Taxes	0	308,575	308,575	308,584	308,584
Local Government Grants (Includes County Library contribution)	1,662,267	2,570,867	908,600	3,072,559	3,380,624
Motor Vehicle Licenses	329,519	715,000	385,481	641,627	664,819
Cable & Phone Franchise Fees - Long Distance Licensing	536,311	239,742	296,569-	509,343	660,472
Fines And Forfeitures	689,403	1,585,655	896,252	968,660	1,136,282
Planning & Community Development	242,343	377,146	134,803	381,815	468,089
Law Enforcement - Contracted Services	1,468,021	2,585,048	1,117,027	2,894,538	3,213,541
Fire Protection	96,728	216,835	120,107	201,350	255,579
P&R Concessions & Admission Fees	1,520,432	3,726,302	2,205,870	3,466,577	3,526,599
Library Fees	9,582	16,580	6,998	16,763	17,822
Rents - P&R	315,394	627,175	311,781	596,369	583,068
Rents - Engineering & Inspections	373,660	648,300	274,640	652,938	707,584
Rents - All Other	125,961	240,685	114,724	228,336	228,336
Transportation Reimbursements from State	250,541	792,205	541,664	1,015,207	853,295
Internal Service Charges - W&S and other funds	730,259	1,498,500	768,241	1,545,234	1,545,959
Donations And Private Contributions / Fire & Public Safety	37,346	105,000	67,654	105,282	107,439
Indirect Cost Revenues - W&S and other funds	1,881,583	3,763,165	1,881,582	3,667,323	3,667,323
Cost Sharing Reimbursements / Internal Charges	705,709	750,224	44,515	755,407	867,671
Other Revenue / Miscellaneous Revenue All Depts.	621,155	702,023	80,868	1,280,850	1,542,588
Total Other Revenue	11,904,825	22,132,640	10,227,815	22,927,973	24,453,289

Information Technology Department
City of Greensboro



January 26, 2011

TO: Denise Turner, Assistant City Manager
FROM: Chryste Hofer, Deputy CIO
SUBJECT: Update on the External Website Project

This memo is intended to provide you with the background information related to the procurement process and the benefits of redesigning and re-engineering the City's external website.

In early December 2010, the City entered into a contract with Vision Internet Providers to redesign our website. The procurement process included evaluating seven vendors, and interviewing the top three final candidates. Vision Internet scored 896 on evaluation criteria of 1000 possible points. They have over 300 local government references, including the Town of Chapel Hill. The cost of the professional services contract is just under \$160,000 in which the vendor has provided a no interest financing option that amortizes the cost over three years (\$53,333 per year).

The intent of this project is to design a website that facilitates effective communication with our residents, businesses, and visitors. Our objectives are ease of navigation and information access, contemporary design, effective migration of nearly 2000 pages of content, and the implementation of an updated Content Management System (CMS) that would allow us to deploy robust applications. There are several attractive components within this solution such as Community Spotlight, Google Translation integration, calendar systems, Agenda and Minutes Manager, e-notification selection, Emergency Home Page Alerts, and OneClick social networking™.

After several surveys with both internal and external users, we were able to narrow down our design for the site wireframe and those items that needed more focus. We also engaged the public by asking them to post ideas on twitter and we plan to establish a focus group with bloggers and other business leaders in the community. Starting in February, we will have a photo contest where residents will submit their photos of Greensboro. Winners will be selected and the photos will end up on the new site with photo credits given by posting the names of the winner. This will enable us to partner with our community to update our image library without spending tax payer dollars. We expect to cutover onto the new site before the end of the fiscal year.

CH

cc: Darryl Jones, CIO