



September 10, 2010

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

---

**Contact Center Feedback**

Attached is the weekly report generated by our Contact Center for the week of 8/30/10 – 9/5/10.

**Natural Science Center's Future Unveiled**

Attached is a press release regarding the unveiling of the Natural Science Center of Greensboro's seven year Master Plan (which includes the new three phases), scheduled for September 21, 2010 at 1:15 pm, in the Garden Council Building of the Natural Science Center.

**Cymphonix Software Overview and Contact Information**

Attached are memoranda from Sandy Neerman, Director of Libraries, dated September 10, 2010, providing an overview of the Cymphonix software purchased by the city library and contact information for Cymphonix, as well as a corrected report of web hits for the period August 16 – August 23, 2010.

**Landfill & Health Study Presentation on September 23, 2010**

Attached is a memorandum from Dr. Anthony Wade, Director of Human Relations, dated September 9, 2010 regarding the Landfill and Health Study Presentation. The City staff has coordinated a presentation to northeast community residents on September 23, 2010 at 7 pm at the Peeler Recreation Center. This presentation will include the NC State Department of Public Health. The meeting was coordinated at the request of the previous city council and the Concerned Citizens of Northeast Greensboro. Copy of Landfill Health Study can be obtained in the City Clerks office.

**Neighborhood Walks Fall Schedule**

The following are the dates for the Fall Neighborhood Walks. Each walk will begin at 5:30pm. Additional details will be forthcoming closer to the scheduled walk dates.

<u>District</u>	<u>Neighborhood</u>	<u>Date</u>
District 3	Fisher Park	September 20
District 4	Lindley Park	September 27
District 2	Woodmere Park	October 4
District 5	Meadowoods	October 6
District 1	Glenwood	October 11

**Targeted Loan Pool Program**

Attached is a memorandum from John Shoffner, Economic Development Manager, dated September 9, 2010 regarding an article titled "Target Acquired" published in *The Business Journal* on September 3, 2010.

**Proposed Timeline for Review of Solid Waste Disposal Request For Proposals**

In response to the Landfill Motion adopted at the September 7, 2010 City Council Meeting, staff has prepared the following proposed timeline for City Council to review and evaluate the RFP responses received in reply to the Solid Waste Disposal RFP. Please provide feedback to Diana Schreiber, Deputy City Clerk by Wednesday, September 15.

**Public Affairs Department  
Contact Center Weekly Report  
Week of 8/30/10 - 9/5/10**

**Contact Center**

4964 calls answered this week

**Top 5 calls by area**

Water Resources

Balance Inquiry – 925  
New Signup – 262  
General Info – 174  
Cutoff – 125  
Owner Signups – 115

Field Operations

No Service/Garbage – 107  
Bulk Guidelines – 99  
Solid Waste Changes – 83  
Repair Can/Garbage – 70  
No Service/Recycling – 58

All others

Police/Watch Operations – 297  
Landfill/Transfer/HHW – 109  
Courts/Sheriff – 91  
Overgrown Lots – 48  
Police Records – 39

**Comments**

We received a total of 4 comments this week:

Field Operations – 2 comments

- Customer wanted to say thank you to Solid Waste supervisor for delivering replacement cans so quickly today. Last week, we took the customer's cans and had yet to replace them. He said he was getting the run around until he spoke to the supervisor and within 15 minutes, he had his cans.
- The City should provide yard waste collection bins for the residents. This will cut down on vandalism of private yard waste baskets. City could use brown recycle bin to rotate yard waste and recycling.

GDOT – 2 comments

- Speed cushions are just not needed, too many, makes you drive slow...
- Customer would like to compliment the City for the initiative regarding the speed bumps and recommends that more speed bumps be put in that area on Frazier Rd.

Overall

Calls about the changes to the Solid Waste collection schedule and overgrown lots continued to remain steady last week. Otherwise, we received the normal mix of calls last week.

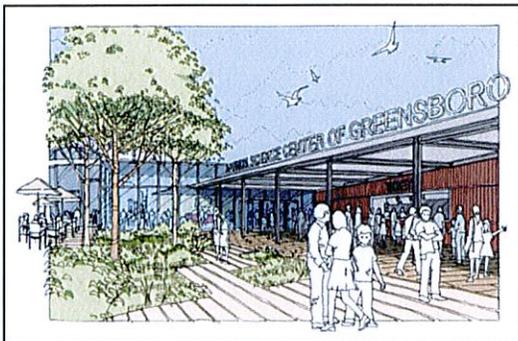


**Natural Science Center of Greensboro**  
**MEDIA RELEASE**  
September 8, 2010

Contact: Steffany Reeve, Director of Marketing  
Natural Science Center of Greensboro  
(336) 288-3769 ext. 322 / c- (336) 404-8484  
[sreeve@natsci.org](mailto:sreeve@natsci.org)

## **Natural Science Center's Future Unveiled**

*On September 21<sup>st</sup>, the Natural Science Center of Greensboro Will Unveil Three Phases of Dynamic Growth*



(Greensboro, NC) – The Natural Science Center team is excited to finally unleash and unveil a signature master plan that will move science-based tourism to the forefront of Greensboro's economic and cultural future. The all-new three phase, seven year Master Plan will be unveiled on September 21<sup>st</sup> with the help of international aquarium/museum designers Cambridge 7 in partnership with locally renowned designers Moser-Mayer Phoenix and Associates.

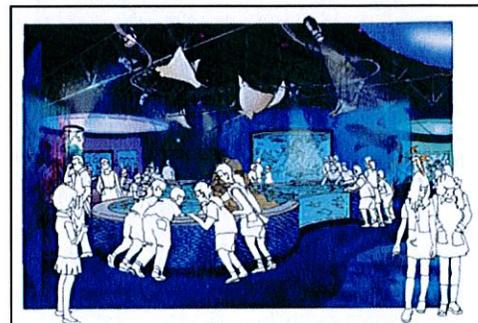
As promised to Greensboro voters back in November of 2009, the NSC master plan will unite the finest features of an aquarium, a zoological park and a science museum all in one cost-effective attraction. This multi-year, \$20M plan has been carefully crafted and designed to be built on-budget, achieve maximum bang-for-the-buck, captivate audiences of all ages and position Greensboro as a leader in innovative community growth and development.

“Our design team never lost sight of its core objectives: science education, tourism impact and family fun. The long-term success of such a significant expansion hinges on building a destination that is dynamic, immersive and gives the people what they want.” says Glenn Dobrogosz, the NSC's Executive Director. “This project received unanimous support from city leaders and overwhelming support from voters amidst some of our city and country's bleakest economic times. It is now the Science Center's turn to return the favor by building a destination that will instill community pride and inspire an interest in science and wildlife for generations to come.”

During this exclusive media event, Glenn Dobrogosz along with the designers will share details of the Master Plan and schematics that reveal what the future of the Natural Science Center will look like in the years to come. We invite all media to join us for this exciting event.

### **Master Plan Unveiling Event Details**

Date: Tuesday, September 21<sup>st</sup>, 2010  
Time: 1:15 p.m. - 1:45 p.m.  
Location: Natural Science Center, Garden Council Building  
4301 Lawndale Drive  
Greensboro, NC 27455  
Who: Media and specially invited guests



###

**The Natural Science Center** is located at 4301 Lawndale Drive in Greensboro and is home of the Animal Discovery Zoological Park (featuring tigers, gibbons, wallabies, meerkats, lemurs and many other unique animals), as well as the new OmniSphere Dome Theater (North Carolina's only 40 foot digital dome experience). For more information, visit [www.natsci.org](http://www.natsci.org).

Greensboro Public Library  
City of Greensboro



September 10, 2010

**TO:** Rashad Young, City Manager  
**FROM:** Sandy Neerman, Library Director  
**SUBJECT:** Cymphonix Overview

In answer to inquiries concerning Cymphonix please see the attached document.

SN  
Attachment

cc: Denise Turner, Assistant City Manager

## **Cymphonix Overview**

### **What is Cymphonix?**

Cymphonix is a device that consists of a hardware piece through which all library internet traffic is passed. There is programming on the device that allows an administrator to select and/or customize available settings.

### **How much does the Cymphonix device cost?**

The model DC30X that the library selected costs a total of \$6739.00 as quoted on the original invoice #5 from Vigil Networks, Inc. Per city practices that original quote had to be broken into hardware and software quotes, and the hardware had to be leased. The hardware lease quote (new invoice #5) came in at \$3371.00 and the software quote (new invoice #47) came in at \$3368.00 for a total cost of \$6739.00 which matches the amount of the original quote. PO 34861 was issued for the software on 10/22/09, and a check was issued on 11/30/09. The hardware is listed on lease number LC2057 with the city item number 12477 with monthly payments of \$83.81.

This covers a lease of the hardware through 10/31/13 and a 3 year maintenance period on the software.

The sales person and primary contact at Cymphonix was Scott Busby. 1(866)511-1155 x5212

The final sale was made through Randy Shultz at Vigil Networks, Inc., though all details were handled through Scott at Cymphonix.

Cymphonix has agreed to provide the following technical contact for use by City Council members. Call 1(866)511-1155, select option 2, then ask to speak to Josh Booth.

### **How does the Greensboro Public Library currently use Cymphonix?**

The Greensboro Public Library currently utilizes the bandwidth shaping and prioritization capabilities of the Cymphonix device. In an effort to reclaim bandwidth for other uses certain categories were slowed and priority was given to specific computers that are used for providing front-line service to the public, and for ordering materials.

Eventually the potential value of using Cymphonix as a means to help control the viewing of inappropriate material was realized.

### **What are other Cymphonix capabilities?**

Bandwidth shaping and filtering are two primary features of Cymphonix. These are controlled in similar ways, though while filtering blocks content entirely, shaping provides the option to control how quickly data can be passed through. Shaping also allows priority to be assigned to types or categories of data and to users or groups of users. Cymphonix is also capable of simultaneously filtering and shaping.

Some examples of technologies and practices that are utilized by Cymphonix include URL Database Matching to predefined groups, white lists and black lists, Dynamic Content Analysis, URL Keyword Search, Search Engine SafeSearch Enforcement, Customizable User and Group Policies and report generating capabilities that include number of hits, number of hits to various categories and domain listings for hits.

Greensboro Public Library  
City of Greensboro



September 10, 2010

**TO:** Rashad Young, City Manager  
**FROM:** Sandy Neerman, Director  
**SUBJECT:** Cymphonix Report Correction

The following information that was originally reported as covering the period of July 23 – August 23, actually covers August 16 – August 23.

14,464,736 overall web hits – 100% of web hits for the period in question

21,515 hits on the porn category - .15% (fifteen hundredths of 1 percent)

The error is due to a malfunction in the Cymphonix reporting mechanism that led to the loss of data from July 23 – August 15. A listing of web-site addresses visited during the period of August 16 – August 23 is available in the City Clerk's Office.

SN

## Technical Definitions as Used in the Cymphonix System and in Data Produced by Cymphonix

**Attempts** – an effort to access a web page, this page might, or might not ever load or display on the computer screen

**Displayed** – to have loaded successfully onto the computer screen, to become visible and available to the user

**Domain Names** – labels that indicate ownership, control and location of a web page or part of a web page

**Overwritten** – data that is recorded “over” older data causing the loss of the older data

**Report** – a standardized grouping of data that conveys information about the use of the Cymphonix system; in Cymphonix typically this consists of counts of web hits and lists of domain names that were accessed or that someone attempted to access

**Shaped** – adjusting aspects of access to the internet, changing download speeds, giving priority to, etc.

**Thumbnail** – an image reduced in size located on a web page that is often used as a connection (link) to a full sized version of the same image; often found in groups so that someone can scan all the images quickly and easily for selection

**Web Hits** – a counting mechanism, one page counts as AT LEAST one web hit, but often many more; images, headers, graphics, advertisements, even tiny elements of the page itself can all count as separate hits on the same page; a sample web page that staff tested registered as over 50 hits; a web page with 100 thumbnail images on it will count at least 100 hits; there is not a 1 to 1 correlation between web hits and web pages; web hits are counted whether or not a web page successfully loads

**Web Page** – a single resource or document viewed with a web browser and available through the World Wide Web; is usually stored on a server and accessed through a URL or domain name; is often made up of many web hits

**Human Relations Department**  
**City of Greensboro**



September 9, 2010

**TO:** Denise N. Turner, Assistant City Manager

**FROM:** Dr. Anthony Wade, Human Relations Director

**SUBJECT: IFYI Info – Health Study Presentation**

In a meeting earlier this year with the Concerned Citizens of Northeast Greensboro and then Human Relations Commission Chair Maxine Bakeman, the CCNEG requested that the Commission conduct a study to evaluate the human relational effects/impact that the reopening of the White Street Landfill would have on the community. Chair Bakeman related that the Commission did not have the capacity or resources to accommodate the request to conduct the study. CCNEG then asked for assistance in facilitating a presentation of the 2009 NC Division of Public Health study, involving health effects related to the landfill, to be presented to the community. This is the same information shared with the City Council in November, 2009 at which time the Council also asked staff to facilitate a discussion with the neighborhood.

Per consultation with Councilmember Jim Kee (HRC Liaison), the City Manager's Office, the State Department of Public Health and the City's Environmental Health Department, the Commission has agreed to facilitate a meeting in the community on Thursday, September 23, 2010 involving the CCNEG's request. The meeting will be held from 7:00pm to 9:00pm at the Peeler Recreation Center at 1300 Sykes Avenue in Northeast Greensboro. The meeting will involve two parts: (1) a presentation of the Health Study by the State Department of Public Health; and (2) a Q&A panel discussion where the information and related issues will be discussed.

AW/dnt



September 9, 2010

**TO:** Andrew S. Scott, Assistant City Manager

**FROM:** John Shoffner, Economic Development Manager

**SUBJECT:** Regional Loan Pool Article in The Business Journal

In response to the recent article that appeared in *The Business Journal* on September 3, 2010 regarding the potential restructuring of Greensboro's targeted loan pool titled "Target Acquired," we want to provide some additional clarification as to the status of this endeavor. We are concerned that the article may lead readers to believe that the regional loan pool idea is farther along than it actually is.

In light of the economic challenges facing our small businesses, we have undertaken a review of how the loan pool is currently structured and been evaluating ways in which we can make it more effective to better serve small businesses seeking access to capital. The loan pool is not meant to compete with our bank partners but to provide a means of capital for projects that are almost bankable but may be lacking in one area that makes it ineligible for traditional bank financing under current underwriting guidelines.

One of the alternatives we are researching is a partnership with the Self-Help Credit Union. Each of our existing bank partners would be invited to join this new consortium as well. With the City and multiple financial partners sharing the risk of each individual loan, we are able to reach a segment of small businesses and entrepreneurs that may not otherwise qualify for a loan to start or grow their business. In addition, with the regional focus of our financial partners, we are researching the feasibility and interest of establishing a regional loan pool. At this point, we have talked to the Self-Help Credit Union but have not engaged any of our regional peers to assess interest in participating in a lending consortium of this nature.

Provided the mechanics of the program can be worked out with the Self-Help Credit Union and there is interest from our regional economic development partners and peers in other Piedmont Triad counties/cities, city staff will present this alternative to City Council for consideration and guidance on further pursuing the program as a regional small business resource.

JS



September 10, 2010

**TO:** Rashad M. Young, City Manager

**FROM:** Robert W. Morgan, Deputy City Manager

**SUBJECT:** Proposed Timeline for Review of Solid Waste Disposal RFP's

Please find below a proposed schedule to implement the decision making process for selecting a Solid Waste Disposal RFP approved by City Council on September 7, 2010. All nine submitters will be invited to make a presentation to Council. It is not anticipated that all nine will decide to make a presentation. Each will be given 60 minutes to make a presentation on their specific proposal with the requirement that certain information be provided in their presentation. The Council will not entertain proposals that are not responsive to these questions. The Council will then have 30 minutes to ask questions. The Council will hear two proposals at each special meeting.

The first meeting will include a presentation from the consultants HDR, providing an overview of current industry practices. The second meeting will be for Council to discuss and approve a decision matrix that lists the criteria to compare the proposals and to decide what weight (degree of importance) to give each criteria. The Council will also discuss a list of information required to be included in each presentation. The next four meetings will consist of presentation proposals. At the conclusion of all the presentations, the Council will use the decision matrix to identify the finalists. At this same meeting, the Council will agree what additional information they will need submitted by the finalists to make a final selection. The finalists will have 30 days to respond to these questions. HDR will then provide a comparison of these proposals along with the submitter's responses to the Council's questions. At a special meeting on March 22 the Council will decide if they wish to select a proposal in which to begin negotiating a contract.

This timeline will be adjusted based upon the number of firms deciding to make a presentation. Due to the incompleteness of some of the proposals, it is suggested the Council require specific information to be provided in the presentations. Some firms may still choose not to provide this information and therefore would not choose to make a presentation.

**The Council is requested to review the timeline below and determine if it something they feel they can commit to completely. Please provide feedback to Diana Schreiber, Deputy City Clerk by Wednesday, September 15.**

- September 28, 2010 from 3:00PM to 6:00 PM – Regular work session with Presentation on Phase I ( State of the Industry)
- October 12, 2010 from 5:30 PM to 7:30 PM– Presentation Phase II (Develop decision matrix and approve information requirements for presentations)
- October 26, 2010 from 3:00PM to 6:00 PM – Presentation of two proposals
- November 9, 2010 from 5:30 PM to 9:00 PM– Presentation of two proposals
- November 30, 2010 from 5:30 PM to 9:00 PM – Presentation of two proposals
- December 14, 2010 from 5:30 PM to 9:00 PM – Presentation of two proposals
- January 11, 2010 from 5:30 PM to 9:00 PM – Select finalists using decision matrix
- January 25, 2010 from 3:00 PM to 6:00 PM– Regular work session including review of questions for finalists
- March 22, 2010 from 3:00 PM to 6:00 PM – Review consultants comparison of finalists and determine if the Council can select a proposal to begin contract negotiations