



June 18, 2010

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

Contact Center Feedback

Attached is the weekly report generated by our Contact Center for the week of 6/7/10 – 6/13/10.

Special Council Meeting, Tuesday, June 22, 2010

A Special Council Meeting has been called to consider a resolution approving the bid for the Southeast School Road water line project on Tuesday, June 22, 2010 at 3pm in the Council Chambers. This meeting is in place of the work session that was scheduled at this time.

Lindley Park Neighborhood Walking Tour Rescheduled

The Lindley Park neighborhood (District 4) walking tour scheduled for Monday, June 21st, will be rescheduled for a later date. Remaining neighborhood tours are as follows:

- Thursday, June 24th, 5:30 pm in the Fisher Park neighborhood (District 3)
- Monday, June 28th, 5:30 pm in the Meadowoods neighborhood (District 5)

County Notification of Termination of City/County Water & Sewer Agreement

The Legal Department, on June 18, 2010 delivered notification of termination to Guilford County regarding the City and County Water and Sewer Agreement. This agreement will be terminated as of December 31, 2010. The Clerk of Guilford County provided a “Receipt of Notice of Termination.”

Legislative Agenda Update

Attached is a memorandum dated June 18, 2010 from Thomas D. Carruthers, Associate Attorney, providing a status update on the legislative agenda during week six of the General Assembly session.

Zoning Commission Meeting Results

Attached please find the results of the June 14, 2010 Zoning Commission Meeting.

Bryan Park and Greensboro Youth Soccer

Attached is a memorandum dated June 18, 2010, from Greg Jackson, Director of Parks and Recreation, regarding the situation at Bryan Park on May 30, 2010.

GTA Ridership

Attached is a memorandum dated June 14, 2010, from Adam Fischer, Director of Transportation, regarding ridership on GTA per Council's request.

Planning & Community Development Director Recruitment Process

Attached is a memorandum dated June 17, 2010, from Andrew Scott, Assistant City Manager, detailing the recruitment process for the Planning and Community Development Director.

Council Invited to Sneak Peak and Grand Opening of new McGirt-Horton Branch Library

The Greensboro Public Library will host a Sneak Peak of the new McGirt-Horton Branch Library on Thursday, June 24th at 2 pm.

The formal Grand Opening of the new McGirt-Horton Branch Library will be Thursday, July 29th at noon. If Council Members wish to participate in the opening ceremony and they have not been in contact with Library Director Sandy Neerman, please call her by Monday, July 12th.

Voters approved \$8.6 million in 2006 to improve three Greensboro Public Libraries. This is the second of those projects to be completed. The McGirt-Horton Branch Library is located at 2509 Phillips Avenue.

Council Invited to the Greensboro Historical Museum Grand Re-Opening

A Grand Opening and Ribbon Cutting for the new Voices of a City Exhibition will be held on Tuesday, July 27th at noon. If Council Members wish to participate in the opening ceremony and they have not been in contact with Library Director Sandy Neerman, please call her by Monday, July 12th.

In 2006, voters approved \$1.8 million for exterior renovations and \$3.5 million to renovate the 8,000 square foot exhibit area at the Greensboro Historical Museum. The Greensboro Historical Museum is located at 130 Summit Avenue.

M/WBE Business Model / Criteria and List of Members

At the June 15, 2010 Council meeting, staff was asked to provide a business model for M/WBE criteria and a list of members for the Good Faith Committee. Please find attached a memorandum dated June 7, 2010, from Kathleen Hoskins Smith, M/WBE Manager, regarding the business model. Listed below are the members of the Good Faith Committee:

Voting Members:

Dr. Anthony Wade, Chair, Human Relations
Ron Goodwin, Purchasing
Butch Shumate, Engineering & Inspections
Michael Cramer, Transportation
Dan Curry, Housing & Community Development
Donald Smith, Human Resources
Sonya Hyatt, Water Resources
Dr. Cynthia Clemons, M/WBE Advisory Committee Chair, Bennett College

Non-Voting Members:

Jamiah Waterman, Associate General Counsel, Law Department
Kathleen Hoskins Smith, M/WBE Manager

Parks and Recreation – Farmers’ Curb Market Changes

Attached are two memoranda dated June 18, 2010 from Greg Jackson, Director of Parks and Recreation, regarding administrative changes impacting the Farmers’ Curb Market.

Public Affairs Department Contact Center Weekly Report Week of 6/7/10 - 6/13/10

Contact Center

5354 calls answered this week

Top 5 calls by area

Water Resources

Balance Inquiry – 1202
New Signup – 190
Bill Extension – 180
General Info. – 150
Cutoff – 127

Field Operations

Bulk Guidelines – 78
Repair Green Can – 61
Dead Animal – 58
Appliance pick up – 50
Collection Day – 37

All others

Police/Watch Operations – 380
Landfill/Transfer/HHW – 162
Courts/Sheriff – 100
Overgrown Lots – 46
Privilege License – 39

Comments

We received a total of 7 comments this week:

Budget – 2 comments

- Caller is very upset that the City is thinking about closing Lake Higgins. He said he has paid \$60.00 to use all three lakes. If we are going to close one of the lakes we owe him a refund.

Caller said they will be very, very disappointed if yard waste collection and loose leaf collection is changed in any way. Customer has 8 big oak trees in the front yard and pays a large price for the upkeep and would like to keep Westridge Rd. available for loose leaf collection. If these services stop, she said she would have to move. She appreciates the service and she is almost 94 years old. She has done her best to keep Greensboro green all of these years but needs the City's help in picking up the waste/leaves.

Executive – 1 comment

- I write to express my discomfort with your recent decision to include sacred Christian prayer in the agenda for each council meeting. Not only does this decision disrespect my right to practice the religion of my own choice (see the Constitution, adopted 213 years ago as the basic law of humankind). I do not believe in the dogma of Jesus Christ as my own personal savior; I am Unitarian Universalist. Our beliefs are derived from seven basic principles and do not compel homage to any particular deity. In fact, the founder of the Universalist movement, Hosea Ballou, preached against the concept of original sin – which is why we call our religion the “no Hell” church. I followed the council election with great interest and do not recall prayer as an issue that was addressed during the campaign. I oppose this prayer on the basis that (1) it violates my right to worship whatever deity I feel might be right for me, (2) divides me from my Christian brethren, (3) creates a challenge to the Constitution that can only drain our municipal coffers, should defenders of the Constitution decide that it needs defending against a group of Christian zealots who won more votes in the election than my own preferred candidates. Please cease this immoral and illegal practice during the next council meeting.

Field Operations – 2 comments

- Customer calling to commend an employee of Field Operations. Customer said, "I think your employee needs to be commended for a job well done. He went out of his way to do something that was not even his job. I had called about a dead snake in the street on N. Church St. at least twice in the past three days. Nothing was done and the snake was still there. The employee stopped and picked the snake up even though he did not have to. He did a great job and made a lot of peoples' lives a lot better by removing the snake. Please see that his supervisor knows about this good deed he did."
- Customer calling back to say thanks for a quick response in picking up the squirrel on Friendswood Dr.

Transportation – 1 comment

- Caller states four speed bumps are too many (Frazier Rd.). Thinks that two will do the job. Also said that traffic is down. "There is much less traffic."

Public Affairs – 1 comment

- Congratulations to all City staff for this prestigious designation (Citizen engaged community award). Your efforts to be responsive and accountable to all of us, goes a long way toward making Greensboro a great place to live. Thank you!

Overall

Calls about dead animals increased last week while calls about overgrown lots remained steady. Otherwise, we received the normal mix of calls.

City Attorney
City of Greensboro



DATE: June 18, 2010

TO: Rashad A. Young, City Manager

FROM: Thomas D. Carruthers, Assistant City Attorney

SUBJECT: Week Six of the Short Session

Representatives of the City of Greensboro attended Town Hall Day on Wednesday, June 17, 2010 at the North Carolina General Assembly. The event is sponsored by the NC League of Municipalities. The League represents the interests of North Carolina's many large and small towns where over 54% of the population of the State now resides. Mayor William H. Knight and Councilwoman T. Dianne Bellamy-Small attended as did Manager Rashad Young, Assistant Managers Bob Morgan, and Denise Turner, Chief Deputy City Attorney Becky Jo Peterson-Buie and Assistant Attorney Tom Carruthers. Manager Young was the featured speaker at the 8:00 am breakfast meeting. The local representatives attended legislative briefing sessions and were able to speak with the majority of our local delegation.

Progress was made on the City's local legislation and bills of interest. S1334, Susie's Law, was unanimously passed by the NC Senate and is now on track to be adopted by the House. The Bill, sponsored by Senator Vaughan, has attracted almost universal support and has received attention in statewide and national press. Despite early opposition from the NC Wildlife Commission, S1345, Greensboro Relocation of Wildlife Relocation is moving forward. The City and the Commission were able to reach a compromise that would allow Greensboro to become the site of a one-year pilot program. This will allow the City to explore non-lethal options to resolve problems with beaver dams in the Greensboro creeks. It is expected that this measure will leave committee next week with support of Wildlife officials.

S1112, ABC Reform, continues on track for adoption. This bill has preserved the local control of alcohol sales and has protected the substantial revenue generated for local governments. On Tuesday, the Greensboro City Council voted to expand the local ABC board from five to seven members. This will allow one representative from each of the City Council's districts to belong to the board, in addition to at large members. Though this measure is a "late arrival" to the 2010 short session it is hoped the local delegation

will be able to attach this non-controversial measure to pending legislation and succeed in having it pass this session.

TDC

cc: Denise Turner, Assistant City Manager

ZONING COMMISSION RESULTS

MEETING OF JUNE 14, 2010

AGENDA ITEM	REQUEST/LOCATION	PROPOSED USE <small>* (Not binding if not stated as a condition)</small>	ACTION/VOTE	STAFF REC	STATUS	SPEAKERS
Z-10-06-001	LI to CD-GB	Commercial Establishment	Approved	Approval	Final (Unless Appealed)	1 for; 0 opposed
	2707 South Elm-Eugene Street		9 to 0			
	Frank Edmondson for Schwarz Properties					
Z-10-06-002	CD-LI to CD-LI (Change in conditions)	Utility Equipment and Storage Yard	Continued	Approval	Continued to the July 12, 2010 Zoning Commission Meeting	1 for; 0 opposed
	A portion of 3920 Naco Road		9 to 0			
	Donna Bell for Guilford County Schools					
Z-10-06-003	RS-12 to CD-PI	Special School	Approved	Approval	Final (Unless Appealed)	1 for; 0 opposed
	4214 Piermont Drive		9 to 0			
	Phil Warrick for Guilford Day School					
Z-10-06-004	RS-12 and RM-18 to CD-GB	Commercial Establishment	Approved	Approval	Final (Unless Appealed)	4 for; 2 opposed
	512 Pisgah Church Road, 4008 Bell Orchard Drive and 4010 Bell Orchard Drive		8 to 1			
	Henry Isaacson for Tilex Partners, LLC					

If you have any questions about these results, please contact Rawls Howard or Frederick Boateng (373-2144)

**Parks and Recreation Department
City of Greensboro**



June 18, 2010

TO: Denise Turner, Assistant City Manager

FROM: Greg Jackson, Parks and Recreation Director

SUBJECT: Greensboro Youth Soccer (GYS) and Bryan Park

The City entered into a lease agreement with GYS in May 1984 to build the original Soccer Complex at Bryan Park and that lease was extended in May of 1997. In August of 2003 the contract was again amended to a 20 year lease agreement with GYS requiring GYS to build the soccer fields, parking lots and restroom facilities associated with the Batten Complex of the Bryan Park Soccer Complex. The key elements of the contract are:

- GYS paid for all the construction costs.
- The City pays for all the maintenance.
- GYS pays an agreed upon rent for the fields.
- GYS is responsible for managing, operating and scheduling the facility.

GYS has a long history of hosting some of the biggest soccer tournaments in the state of North Carolina including the Adidas Fall Championships, Adidas Labor Day Shootout and Wrangler Jeans McDonald Soccer Tournament just to name a few. Many of these tournaments have 200 to 250 teams playing at Bryan Park over a weekend.

The most recent event, the 31st Annual Wrangler Jeans McDonald Soccer Tournament over Memorial Day weekend attracted 200 teams. This is the event that generated a complaint about the lack of portajons. Staff met with Steve McBride, Executive Director with GYS to discuss this situation. Mr. McBride indicated that GYS has never utilized portajons for the Wrangler Jeans McDonald Soccer tournament and rarely does for any tournament. The only time GYS utilizes portajons is when an all girls tournament is being played. During all girl tournaments, all the permanent restrooms are labeled for females only and portajons are brought in for males. This is to help accommodate the much higher ratio of females to males during these tournaments.

Mr. McBride did acknowledge that there have been tournaments at Bryan Park that are not hosted by GYS and portajons have been brought in. These events were the State Games of North Carolina in 2007 and 2008 and the Score Showcase at Greensboro. The fact that these tournaments have utilized portajons may have created confusion amongst guests.

With respect to the complaint on Sunday, May 30, Mr. McBride believes there may have been other influential circumstances resulting in the bathroom complaint. On Sunday morning one of the women's restrooms stalls became plugged up and had to be repaired. This periodically happens during a big tournament but GYS immediately rectifies the situation as soon as they become aware. The other oddity is that Saturday, May 29 was the much busier day of the soccer

tournament. All the teams are onsite on Saturday playing multiple games. Thus there is much more traffic in the park and increased use of the bathrooms. Yet there were no complaints about restrooms on Saturday.

GYS and Mr. McBride are committed to ensuring that Bryan Park is the premier soccer complex for tournaments in North Carolina. GYS has committed to monitoring the restroom situation for all future tournaments. While their past history hosting tournaments has not indicated the need for portajons, they will monitor each tournament to determine if their standard operating procedure needs to be changed.

GYS and Greensboro Parks and Recreation have had a great partnership for the past 26 years. We are both committed to providing a quality soccer program to the citizens of Greensboro as well as an outstanding soccer complex at Bryan Park for both Greensboro citizens and soccer teams that travel here from the entire southeastern United States.

GJ

Department of Transportation
City of Greensboro



June 14, 2010

TO: Rashad Young, City Manager
FROM: Adam Fischer, Director of Transportation
SUBJECT: Greensboro Transit Ridership

Ridership on GTA has grown from 2.18 million passengers per year in 2003 to 3.55 million passengers, excluding HEAT, in 2008.

Please find attached a word document which profiles GTA fixed route ridership and two excel spreadsheet which summarizes: the average hourly ridership for each of GTA's fixed routes over the past two (2) years and the total ridership for each of GTA's fixed routes over the past (2) two years.

Also notable is the fact that GTA has expanded services (30 minute headways on all fixed daytime routes and extended evening service to all routes) which has contributed to the growing total ridership while at the same time productivity (riders per revenue hour) has also increased by 21% since 2003. That means that not only is GTA carrying more total passengers because of expanded service, but GTA is also carrying more passengers per hour and is more productive than in previous years.

Improved productivity with a service expansion rarely occurs in the transit industry and can be attributed to the growing demand for transit service in Greensboro.

AF/mm
Attachments

cc: Andy Scott, Assistant City Manager
Denise Turner, Assistant City Manager

GREENSBORO TRANSIT AUTHORITY

Fixed Route Profiles

June 14, 2010

GTA operates fifteen (15) regular fixed routes, four (4) connectors, one shuttle route, fifteen (15) evening, seven (7) Sunday routes and six (6) HEAT routes. The hours of operation for regular fixed routes and the connector routes are 5:15 am to 7:30 PM on weekdays and 6:00 AM to 7:00 PM on Saturday, with a few exceptions.

GTA has experienced significant ridership increases since 2003, with an overall increase of 65%, from 2.18 million to 3.55 million, excluding HEAT. GTA also increased service levels when half-hour headways were initiated on all fixed routes, with the exception of Route 15. Contrary to expectations, productivity has increased by 21% on weekdays since 2003. This is unusual; it almost never happens that a service increase results not only in higher ridership but in higher productivity. Continued strong demand for transit in Greensboro, improvements such as the opening of The Depot (in 2003), a positive response to the greater convenience resulting from more frequent service have combined to produce the increase in ridership.

System Productivity

The most common measure of productivity in the transit industry is passenger boardings per vehicle revenue hour. The Federal Transit Administration (FTA) requires all transit agencies that receive Federal funding to submit extensive annual reports. The National Transit Database (NTD) is comprised of all reports and is the primary source for information and statistics on transit systems in the United States.

Table 1 presents passenger boardings, vehicle revenue hours, and passengers per vehicle revenue hour for the 13 bus systems within the State of North Carolina that submitted NTD reports for FY 2008 (the most recent year available online). Greensboro Transit Authority (GTA) ranks fifth among the 13 systems in productivity and exceeds the statewide average. GTA is third among the 11 systems that serve the general public (CHT and NCSU are almost exclusively oriented toward a major university and its students, faculty, and staff).

Table 1

Transit Statistics for Bus Systems in North Carolina

City	Transit System	Passenger Boardings	Vehicle Revenue Hours	Passengers per Vehicle Revenue Hour
Chapel Hill	Chapel Hill Transit (CHT)	6,328,221	163,717	38.65
Raleigh	NC State University Transportation Department (NCSU)	1,868,791	54,061	34.57
Durham	Durham Area Transit Authority (DATA)	4,872,936	172,501	28.25

High Point	High Point Transit (Hi tran)	771,102	29,772	25.90
Greensboro	Greensboro Transit Authority (GTA)	3,744,101	151,892	24.65
Charlotte	Charlotte Area Transit System (CATS)	19,896,809	819,544	24.28
Winston-Salem	Winston-Salem Transit Authority (WSTA)	2,773,207	114,644	24.19
Raleigh	Capital Area Transit (CAT)	4,567,679	198,296	23.03
Asheville	Asheville Transit System	1,489,070	71,878	20.72
Fayetteville	Fayetteville Area System of Transit (FAST)	890,327	55,313	16.10
Cape Fear	Cape Fear Public Transportation Authority (Wave)	1,454,425	96,303	15.10
Research Triangle Park	Research Triangle Regional Public Transportation Authority (TTA)	939,297	92,035	10.21
Cary	Town of Cary (CTRAN)	82,829	22,897	3.62
Statewide Total	All Systems	49,678,794	2,042,853	24.32
Statewide Total	General Public Systems (excluding CHT and NCSU)	41,481,782	1,825,075	22.73

Source: FY 2008 National Transit Database – see <http://www.ntdprogram.gov/ntdprogram/data.htm>

Route Level Ridership

GTA has routinely monitored route-level ridership through its farebox reports.

Route effectiveness or productivity, measured by boardings per vehicle service hour, is also considered by direction, route segment, and time of day. Route efficiency is analyzed in terms of subsidy per boarding and farebox recovery ratio (the ratio of operating revenue to operating cost) at the route level. Schedule adherence is also analyzed, along with actual versus scheduled running times by route, direction, time of day, and segment.

GTA has Automatic Passenger Counters (APCs) technology installed on all the fixed route buses. With APC units installed on all buses, GTA now has detailed data available on an ongoing basis for its fixed route bus routes. APCs offer a significant advantage over manual ridechecks: instead of obtaining a one-day count of boardings and alightings by stop, APCs collect data on multiple days.

Use of APC data for this project also provided a test of the APC data collection and reporting processes. A few minor problems, mostly related to stop identification, were discovered and are being addressed. On 12 of the 14 daytime routes, weekday boarding and alighting totals were within two percent of each other (within five percent on all routes), and significant boardings and alightings occurred at the stops known to have extensive passenger activity. APC data is very reliable and can be used with confidence.

GTA has experienced significant ridership increases since 2003, with a 66 percent increase on weekdays, a 45 percent increase on Saturday, and a 74 percent increase on Sunday. These numbers translate to an overall increase of 65 percent between 2003 and 2008, from 2.18 million to 3.56 million. Note that ridership on HEAT services are not included in the 2008 total.

Transit agencies do not expect ridership increases to match service increases on a one-to-one basis. A service elasticity of +0.6 is often used to estimate the ridership impact of service increases, and can be translated as: for every 10 percent increase in service, ridership will

increase by six percent. Thus, we would expect productivity to decline slightly in a situation when the percentage increase in ridership is lower than the percentage increase in revenue hours.

GTA is an exception to this rule: productivity has increased by 21 percent on weekdays since 2003. It almost never happens that a service increase results not only in higher ridership but in higher productivity. Continued strong demand for transit in Greensboro, improvements such as the opening of The Depot (the 2003 ridecheck took place just before the Depot opened), and a positive response to the greater convenience resulting from more frequent service have combined to produce this surprising result.

RIDERSHIP COMPARISON

RIDERSHIP (FY2008-09) FIXED ROUTE DAY SERVICES

ROUTES	2008						2009						TOTAL
	JUL.	AUG.	SEP.	OCT.	NOV.	DEC.	JAN.	FEB.	MAR.	APR.	MAY	JUN.	
#1 W. WENDOVER AVE.	16,117	16,691	17,516	19,632	15,588	15,744	15,559	15,012	15,532	16,090	15,202	15,281	193,964
#2 FOUR SEASONS	15,082	16,500	19,424	19,864	15,796	15,515	16,700	17,658	15,788	16,850	13,854	13,749	196,780
#3 N. ELM. ST.	18,857	18,783	20,913	22,138	16,955	17,656	18,451	18,407	19,005	19,147	17,703	17,970	225,985
#4 BENBOW/WILLOW RD.	12,454	12,241	13,326	14,801	11,785	11,343	10,995	10,982	11,177	11,605	10,744	11,310	142,763
#5 GORRELL ST.	15,668	15,952	18,760	20,030	15,900	15,737	15,541	15,685	15,501	16,038	14,243	14,293	193,348
#6 SUMMIT AVE.	31,215	32,202	31,552	33,212	26,286	27,738	26,227	26,959	27,040	28,544	25,354	27,730	344,059
#7 FRIENDLY AVE.	11,120	11,283	12,011	12,337	10,000	10,175	9,794	9,617	9,982	10,221	9,744	10,281	126,565
#8 BATTLEGROUND AVE.	15,844	15,835	17,641	18,859	15,136	15,058	14,611	14,378	14,916	14,858	14,234	14,166	185,536
#9 W. MARKET ST.	10,880	11,183	13,562	14,140	10,588	10,545	11,058	11,041	11,325	11,749	10,536	10,682	137,289
#10 E. MARKET ST.	20,639	22,124	23,811	25,781	20,337	17,500	22,023	23,414	22,234	22,197	18,716	21,707	260,483
#11 H.P. RD.	20,631	22,673	26,175	28,091	22,337	20,280	20,301	19,829	19,640	19,437	17,455	18,579	255,428
#12 RANDLEMAN/S. ELM-EUGENE ST.	33,478	33,221	34,846	36,717	29,689	30,660	29,131	28,692	29,687	30,043	27,806	30,585	374,555
#13 MLK	12,180	11,799	13,091	14,033	11,186	11,336	12,059	12,399	11,835	12,316	11,410	11,504	145,148
#14 BESSEMER/PHILLIPS AVE.	16,725	16,629	17,359	18,447	14,790	15,103	15,568	14,978	15,097	15,336	13,903	15,035	188,970
#15 YANCEYVILLE ST./BRIGHTWOOD EXTRA VEHICLE RIDERSHIP			5,290	6,091	5,371	5,285	5,898	5,901	6,100	6,904	6,006	6,348	59,194
			1,732	1,792	1,521	643	1,352	2,188	2,009	2,580	1,370	2,010	17,197
TOTAL	250,890	257,116	287,009	305,965	243,265	240,318	245,268	247,140	246,868	253,915	228,280	241,230	3,047,264

RIDERSHIP (FY2009-10) FIXED ROUTE DAY SERVICES

ROUTES	2009						2010						TOTAL
	JUL.	AUG.	SEP.	OCT.	NOV.	DEC.	JAN.	FEB.	MAR.	APR.	MAY	JUN.	
#1 W. WENDOVER AVE.	16,104	16,180	16,769	18,218	15,209	15,091	15,106	13,633	16,428	16,050	15,669		174,457
#2 FOUR SEASONS	14,997	17,693	19,849	21,532	17,811	17,906	17,731	18,698	20,762	18,869	15,303		201,151
#3 N. ELM. ST.	17,264	17,719	19,460	21,057	17,756	17,241	19,430	19,217	22,488	20,775	19,085		211,492
#4 BENBOW/WILLOW RD.	11,726	12,230	12,484	13,302	11,472	11,330	11,933	11,494	12,825	11,936	10,829		131,561
#5 GORRELL ST.	15,642	16,736	19,986	17,252	15,692	14,567	15,816	15,374	18,506	16,999	14,303		180,873
#6 SUMMIT AVE.	30,214	29,984	31,667	34,987	28,567	29,161	30,311	28,889	33,807	31,638	28,174		337,399
#7 FRIENDLY AVE.	10,272	10,318	11,265	11,344	10,030	9,966	10,226	9,824	11,998	11,278	10,353		116,874
#8 BATTLEGROUND AVE.	14,467	13,869	15,887	16,965	14,840	14,975	15,201	14,556	17,405	16,371	14,861		169,397
#9 W. MARKET ST.	10,664	10,953	12,256	12,983	10,858	10,255	10,463	10,200	12,437	12,298	10,813		124,180
#10 E. MARKET ST.	20,295	23,322	28,564	26,831	23,432	18,216	25,261	24,323	26,748	24,672	19,870		261,534
#11 H.P. RD.	18,084	19,159	21,162	21,331	17,198	17,603	20,352	19,897	22,884	19,954	17,958		215,582
#12 RANDLEMAN/S. ELM-EUGENE ST.	33,475	33,248	34,486	33,564	29,048	29,929	30,622	31,045	35,506	34,429	31,608		356,960
#13 MLK	10,991	11,069	11,404	11,663	9,864	9,804	11,200	10,585	13,050	11,461	10,563		121,654
#14 BESSEMER/PHILLIPS AVE.	14,652	14,199	15,284	15,821	13,564	13,438	14,639	13,388	15,794	14,795	13,681		159,255
#15 YANCEYVILLE ST./BRIGHTWOOD	6,928	7,155	6,838	6,543	6,706	6,738	7,598	7,005	8,458	7,818	7,368		79,155
TOTAL	245,775	253,834	277,361	283,393	242,047	236,220	255,889	248,128	289,096	269,343	240,438	0	2,841,524

(PERCENTAGE CHANGE) FY10- FY09

#1 W. WENDOVER AVE.	-0.08%	-3.06%	-4.26%	-7.20%	-2.43%	-4.15%	-2.91%	-9.19%	5.77%	-0.25%	3.07%	-100.00%	-10.06%
#2 FOUR SEASONS	-0.56%	7.23%	2.19%	8.40%	12.76%	15.41%	6.17%	5.89%	31.50%	11.98%	10.46%	-100.00%	2.22%
#3 N. ELM ST.	-8.45%	-5.66%	-6.95%	-4.88%	4.72%	-2.35%	5.31%	4.40%	18.33%	8.50%	7.81%	-100.00%	-6.41%
#4 BENBOW/WILLOW RD.	-5.85%	-0.09%	-6.32%	-10.13%	-2.66%	-0.11%	8.53%	4.66%	14.74%	2.85%	0.79%	-100.00%	-7.85%
#5 GORRELL ST.	-0.17%	4.91%	6.54%	-13.87%	-1.31%	-7.43%	1.77%	-1.98%	19.39%	5.99%	0.42%	-100.00%	-6.45%
#6 SUMMIT AVE.	-3.21%	-6.89%	0.36%	5.34%	8.68%	5.13%	15.57%	7.16%	25.03%	10.84%	11.12%	-100.00%	-1.94%
#7 FRIENDLY AVE.	-7.63%	-8.55%	-6.21%	-8.05%	0.30%	-2.05%	4.41%	2.15%	20.20%	10.34%	6.25%	-100.00%	-7.66%
#8 BATTLEGROUND AVE.	-8.69%	-12.42%	-9.94%	-10.04%	-1.96%	-0.55%	4.04%	1.24%	16.69%	10.18%	4.40%	-100.00%	-8.70%
#9 W. MARKET ST.	-1.99%	-2.06%	-9.63%	-8.18%	2.55%	-2.75%	-5.38%	-7.62%	9.82%	4.67%	2.63%	-100.00%	-9.55%
#10 E. MARKET ST.	-1.67%	5.41%	19.96%	4.07%	15.22%	4.09%	14.70%	3.88%	20.30%	11.15%	6.17%	-100.00%	0.40%
#11 H.P. RD.	-12.35%	-15.50%	-19.15%	-24.06%	-23.01%	-13.20%	0.25%	0.34%	16.52%	2.66%	2.88%	-100.00%	-15.60%
#12 RANDLEMAN/S. ELM-EUGENE ST.	-0.01%	0.08%	-1.03%	-8.59%	-2.16%	-2.38%	5.12%	8.20%	19.60%	14.60%	13.67%	-100.00%	-4.70%
#13 MLK	-9.76%	-6.19%	-12.89%	-16.89%	-11.82%	-13.51%	-7.12%	-14.63%	10.27%	-6.94%	-7.42%	-100.00%	-16.19%
#14 BESSEMER/PHILLIPS AVE.	-12.39%	-14.61%	-11.95%	-14.24%	-8.29%	-11.02%	-5.97%	-10.62%	4.62%	-3.53%	-1.60%	-100.00%	-15.72%
#15 YANCEYVILLE ST./BRIGHTWOOD	N/A	N/A	29.26%	7.42%	24.86%	27.49%	28.82%	18.71%	38.66%	13.24%	22.68%	-100.00%	33.72%
TOTAL	-2.04%	-1.28%	-3.36%	-7.38%	-0.50%	-1.71%	4.33%	0.40%	17.11%	6.08%	5.33%	-100.00%	-6.75%

PASSENGER PER HOUR (PPH) COMPARISON

PASSENGER PER HOUR (PPH) for FY2008-09
FIXED ROUTE WEEKDAY SERVICES

ROUTES	2008						2009						TOTAL AVG.
	JUL.	AUG.	SEP.	OCT.	NOV.	DEC.	JAN.	FEB.	MAR.	APR.	MAY	JUN.	
#1 W. WENDOVER AVE.	25	27	28	30	28	26	26	26	26	26	25	24	26
#2 FOUR SEASONS	23	27	31	30	29	26	27	30	26	27	23	22	27
#3 N. ELM. ST.	29	30	34	33	31	29	30	32	31	31	29	28	31
#4 BENBOW/WILLOW RD.	19	20	21	22	21	19	18	19	18	19	18	18	19
#5 GORRELL ST.	24	26	30	30	29	26	26	27	25	26	23	23	26
#6 SUMMIT AVE.	48	52	51	50	47	45	43	46	44	46	42	44	46
#7 FRIENDLY AVE.	17	18	19	19	18	17	16	16	16	16	16	16	17
#8 BATTLEGROUND AVE.	24	25	28	28	27	25	24	25	24	24	23	22	25
#9 W. MARKET ST.	17	18	22	21	19	17	18	19	19	19	17	17	19
#10 E. MARKET ST.	32	36	38	39	37	29	36	40	36	36	31	34	35
#11 H.P. RD.	32	36	42	42	40	33	33	34	32	31	29	29	35
#12 RANDLEMAN/S. ELM-EUGENE ST.	52	53	56	55	53	50	48	49	49	48	46	48	51
#13 MLK	19	19	21	21	20	19	20	22	19	20	19	18	20
#14 BESSEMER/PHILLIPS AVE.	26	27	28	28	27	25	26	26	25	25	23	24	26
#15 YANCEYVILLE ST./BRIGHTWOOD	0	0	15	17	17	15	17	18	18	20	17	18	14
TOTAL Passenger Per Hour Avg.	28	30	31	31	30	27	27	29	27	28	25	26	28

PASSENGER PER HOUR (PPH) for FY2009-10
FIXED ROUTE WEEKDAY SERVICES

ROUTES	2009						2010						TOTAL AVG.
	JUL.	AUG.	SEP.	OCT.	NOV.	DEC.	JAN.	FEB.	MAR.	APR.	MAY	JUN.	
#1 W. WENDOVER AVE.	25	26	27	28	27	25	26	24	25	26	26		26
#2 FOUR SEASONS	23	29	32	33	31	30	31	33	31	30	25		30
#3 N. ELM. ST.	26	28	31	32	31	28	34	34	34	33	31		31
#4 BENBOW/WILLOW RD.	18	20	20	21	20	19	21	20	19	19	18		20
#5 GORRELL ST.	24	27	32	27	28	24	27	27	28	27	24		27
#6 SUMMIT AVE.	46	48	51	54	50	48	52	51	51	51	46		50
#7 FRIENDLY AVE.	16	17	18	17	18	16	18	17	18	18	17		17
#8 BATTLEGROUND AVE.	22	22	25	26	26	25	26	26	26	26	24		25
#9 W. MARKET ST.	16	18	20	20	19	17	18	18	19	20	18		18
#10 E. MARKET ST.	31	37	46	41	41	30	44	43	40	40	33		39
#11 H.P. RD.	27	31	34	33	30	29	35	35	34	32	29		32
#12 RANDLEMAN/S. ELM-EUGENE ST.	50	53	55	52	51	49	53	55	53	55	52		53
#13 MLK	17	18	18	18	17	16	19	19	20	18	17		18
#14 BESSEMER/PHILLIPS AVE.	22	23	25	24	24	22	25	24	24	24	22		24
#15 YANCEYVILLE ST./BRIGHTWOOD	19	20	19	18	21	19	23	22	23	22	21		21
TOTAL Passenger Per Hour Avg.	27	30	30	30	29	27	30	30	30	29	27	0	29

(PERCENTAGE CHANGE) FY10- FY09

#1 W. WENDOVER AVE.	-2.06%	-3.06%	-4.26%	-5.33%	-4.68%	-3.67%	1.99%	-7.42%	-3.63%	-1.53%	1.89%	-100.00%	-2.22%
#2 FOUR SEASONS	-2.67%	7.23%	2.19%	10.58%	10.17%	16.18%	11.68%	8.70%	20.41%	11.27%	9.74%	-100.00%	11.44%
#3 N. ELM ST.	-10.38%	-5.66%	-6.95%	-2.83%	2.15%	-1.70%	10.76%	7.73%	8.87%	8.15%	7.63%	-100.00%	2.27%
#4 BENBOW/WILLOW RD.	-7.84%	-0.09%	-6.32%	-8.18%	-4.89%	0.55%	13.98%	8.01%	5.38%	2.69%	0.63%	-100.00%	0.73%
#5 GORRELL ST.	-2.28%	4.91%	6.54%	-12.00%	-3.57%	-6.82%	6.88%	1.15%	9.65%	5.82%	0.26%	-100.00%	2.09%
#6 SUMMIT AVE.	-5.25%	-6.89%	0.36%	7.61%	6.01%	5.82%	21.33%	10.57%	15.06%	10.66%	10.94%	-100.00%	7.13%
#7 FRIENDLY AVE.	-9.44%	-8.55%	-6.21%	-6.21%	-1.99%	-1.41%	9.63%	5.41%	10.42%	10.16%	6.08%	-100.00%	0.86%
#8 BATTLEGROUND AVE.	-10.62%	-12.42%	-9.94%	-8.25%	-4.36%	0.10%	9.41%	4.46%	7.55%	10.01%	4.23%	-100.00%	-0.28%
#9 W. MARKET ST.	-4.06%	-2.06%	-9.63%	-6.19%	0.20%	-2.11%	-0.47%	-5.17%	0.41%	4.00%	1.96%	-100.00%	-1.44%
#10 E. MARKET ST.	-3.60%	5.41%	19.96%	6.16%	12.59%	4.78%	20.44%	7.38%	10.69%	10.97%	6.17%	-100.00%	9.79%
#11 H.P. RD.	-14.07%	-15.50%	-19.15%	-22.54%	-24.77%	-12.63%	5.26%	3.36%	6.88%	2.33%	2.54%	-100.00%	-7.88%
#12 RANDLEMAN/S. ELM-EUGENE ST.	-2.12%	-0.08%	-1.19%	-6.76%	-4.73%	-1.74%	10.37%	11.65%	10.05%	14.42%	13.49%	-100.00%	3.99%
#13 MLK	-12.76%	-7.39%	-14.01%	-16.38%	-15.07%	-13.80%	-3.77%	-13.12%	1.13%	-7.54%	-7.88%	-100.00%	-9.44%
#14 BESSEMER/PHILLIPS AVE.	-13.99%	-14.48%	-11.81%	-12.38%	-10.23%	-10.29%	-1.10%	-7.60%	-3.90%	-3.68%	-1.76%	-100.00%	-7.87%
#15 YANCEYVILLE ST./BRIGHTWOOD	N/A	N/A	31.10%	7.72%	24.86%	28.96%	35.38%	18.71%	31.04%	13.24%	22.68%	-100.00%	45.50%
TOTAL Passenger Per Hour Avg.	-1.91%	0.81%	-2.34%	-4.80%	-1.81%	-0.35%	10.58%	4.51%	8.94%	6.94%	5.97%	-100.00%	2.96%

Office of the City Manager
City of Greensboro



June 17, 2010

TO: Rashad Young, City Manager

FROM: Andrew Scott, Assistant City Manager

SUBJECT: Planning and Community Development Director
Recruitment Process

The City has initiated a process for the recruitment of the Planning and Community Development Director for the planned merged department. We have retained the firm, Developmental Associates from Chapel Hill. The principal partners, Steve Straus, PhD, and Heather Lee, PhD, have worked extensively with the City of Greensboro for successful executive recruitment endeavors as well as internal organizational development consulting.

The position profile for the department director will utilize criteria developed by the City's management staff along with information gathered from focus groups with the following key stakeholders:

- Staff and senior management of Planning and Housing and Community Development and the Engineering Inspections Division
- City Manager and the executive team
- Members of applicable boards and commissions (Tuesday, 6/22/10, Ed Kitchen Building)
- Community at large (Tuesday, 6/22/10, 7 pm, Special Events Center, Greensboro Coliseum)
- Mayor and Council Members via phone appointments (to be scheduled)

The search will proceed with national advertising after the conclusion of the focus meetings. Based on qualifications and experience, a group of candidates will be identified and participate in various interview and assessment processes that will narrow the field to a group for consideration by the City Manager and his executive staff. We anticipate a decision will be forthcoming early this Fall.

AAS/ab

Minority and Women Business Enterprise Office
City of Greensboro



June 7, 2010

To: Rashad Young, City Manager

From: Kathleen Hoskins Smith, M/WBE Manager

Re: M/WBE Good Faith Determination

The M/WBE program was established by voluntary ordinance of City Council to show that the City of Greensboro is not discriminating in contracting. An updated Disparity Study will continue to verify our goals (required under the Croson Supreme Court case). Good Faith Efforts relate to the reasonable scope, intensity, and appropriateness to achieve the MBE/WBE goals, or efforts on contracts where there are no goals, to provide Equal Opportunity to M/WBES in City contracting. The City of Greensboro sets flexible project goals to the extent necessary to achieve contracting parity based on the availability of ready, willing and able M/WBES in the local market (8-county area) to perform the work on projects. Goals are used as opposed to a quota, a rigid percentage that mandates a fixed number of dollars or contracts for specific contractors, or a set-aside, which restricts the eligibility to compete for the award of a contract solely to specific (M/WBES) firms. Goals take into consideration the availability of M/WBES and the type and location of work involved. The M/WBE Office may establish goals on projects greater than and equal to \$300,000.00 that have subcontracting opportunities. Contract goals are only set for projects if there are available M/WBES or subcontracting opportunities.

Bidders can meet Good Faith requirements either by having enough MBE and WBE participation to meet the goal or by documenting good faith efforts, even if those efforts did not actually achieve the goals. Good Faith is not examined if contractors meet established goals with qualified certified firms or performing the total work themselves. M/WBE goals are waived entirely for prime contractors who demonstrate that they made good faith efforts but cannot find qualified and competitive M/WBES and are unable to meet the goal. Our Good Faith Review is a reasonable and clear determination of possible violations of program requirements (noncompliance). Our check-off list offers clear guidelines with no ambiguity. The question of whether a contractor has met Good Faith is **NOT** arbitrary or capricious. They include the following:

<u>Mandatory Acts of Good Faith Effort Criteria</u>	<u>Evidence</u>	<u>Documentation</u>	<u>Significance</u>
Use the source list provided by the North Carolina Secretary of Administration	M/WBE forms listing M/WBES solicited with bid	Verified current certification in NC HUB system	Ensuring only eligible firms benefit
Solicit quotes certified firms in *8-county area	Solicitation list	Verify solicitation	Narrowly tailored local program,

<u>Mandatory Acts of Good Faith Effort Criteria</u>	<u>Evidence</u>	<u>Documentation</u>	<u>Significance</u>
Solicit M/WBE quotes with reasonable advance notice	Date firms solicited	Quotes from M/WBEs	Ample bid time
Solicitation should include -Bidder contact info - Project description - Available subcontracts -Location of plans and specs -Date quotations due	Solicitation	Faxes, e-mails, phone logs	Effort to provide bid opportunity
Fair consideration of all M/WBEs	Quotes received	Bid/unit costs	
Explanation for the denial of a subcontract to a M/WBE	Price/Items solicited	Quote/date solicited	Fairness of selection

Other Good Faith Efforts taken into account by the M/WBE Office:

<u>Good Faith Criteria</u>	<u>Evidence</u>	<u>Documentation</u>	<u>Significance</u>
Attendance @ Pre-bid	Attended Pre-bid	Pre-bid Sign In Sheet	Learn Requirements/ meet subs
Advertising/gen. circ. , trade association, or minority-focused media	Statement regarding ad in good faith	Copy of newspaper Advertisement or Affidavit from Newspaper	
Written notice to a reasonable number of specific M/WBEs	Bidder's solicitation letter	Solicitation within 7 days of bid opening. Solicitation letter date	To allow M/WBEs sufficient time to prepare responsible proposal
Follow up of initial solicitations	contact log with outreach efforts	Telephone logs, persons contacted, fax reports, M/W verify follow-up	Intensity of the contractor's efforts to determine if M/WBEs are interested in project
Selecting portions of the work to be performed by M/WBEs	Work Items listed on the Solicitation Letter	Comparing subcontract opportunities-- architect engineer identified	Work items broken into economically feasible units to try to meet the participation goals/ unless contractor performs all elements of the contract
Provide plans/specs/ contract requirements	Where plans can be viewed	Information on where project info is located	Access and greater probability of bidding
Negotiating with M/WBE in good faith/ not rejecting as unqualified without sound reasons	Information of M/WBEs considered; sub work description	Explanation of why M/WBE proposal was rejected.	The bidder should select portions of the work based on the capabilities on M/WBEs available
Outreach to "other" HUB categories not in the city Plan	HUB list solicitation	Listing of categories solicited outside of initial area	Extra effort at inclusion
*8-county area:	Guilford, Alamance,	Davidson, Forsyth, Randolph,	Rockingham, Stokes and Yadkin Counties

Greensboro Parks and Recreation
City of Greensboro



June 18, 2010

TO: Greensboro Farmers' Curb Market Vendors
FROM: Greg Jackson, Director
SUBJECT: Greensboro Farmers' Curb Market Management

Effective immediately, the management and operations of the Greensboro Farmers' Curb Market will be overseen by Dan Maxson, Administrative Services Manager for the Greensboro Parks and Recreation Department. Pam Cooper, Market Manager, will report directly to Dan. If you have any market issues or concerns, you should contact Pam at Pam.Cooper@Greensboro-nc.gov or 336-373-2961. Dan can be reached at Dan.Maxson@Greensboro-nc.gov or 336-412-6225.

I appreciate your patience as we transition the overall management of the market under Pam and Dan's leadership.

GJ

cc: City Manager's Office
Greensboro Parks and Recreation Commission
Dan Maxson, Administrative Services Manager
Pam Cooper, Market Coordinator

Greensboro Parks and Recreation
City of Greensboro



June 18, 2010

TO: Parks and Recreation Department

FROM: Greg Jackson, Director

GJ

SUBJECT: Vendor Policy for Employees

In cooperation with the City Manager's Office, Human Resources and the Legal Department, please be advised that, effective immediately, Parks and Recreation employees will not be permitted to be a vendor in any capacity at our facilities, or other department-related events, where vendors are solicited, and retain their status as a City of Greensboro employee. This policy is in place to ensure that there is not a perceived conflict of interest with regard to your employment in this department and the ability to influence decisions on event management or facility operations.

In advance, thank you for your attention to this matter.

GJ

cc: Denise Turner, Assistant City Manager
Legal Department